

SCHOOL OF PHARMACY
UNIVERSITY OF MD

JULY 1938

EST. 1906

The American

P E R F U M E R

37-1

C O S M E T I C S · T O I L E T P R E P A R A T I O N S

WIRZ TUBES

A Sales Force



COLLAPSIBLE METAL TUBES
METAL SPRINKLER TOPS

HOUSEHOLD CAN SPOUTS
APPLICATOR TIPS

*I*N today's competitive market, your package must not only give product protection and convenience-in-use, it must have sales force. . . . WIRZ Design and Manufacturing Division excels in the development of sales emphasis at point-of-use—in the consumer's hand. . . . Why not take advantage of this WIRZ Service now and gain that extra sales force for your product?

A. H. Wirz, Inc.
Established 1886
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30 E. 42nd St.

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HAVANA, CUBA
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7459
**VIDAL-
CHARVET**

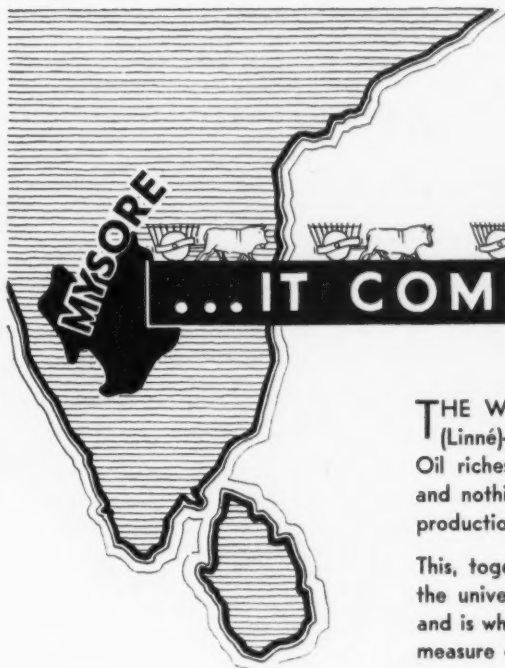


U N G E R E R & C O

13-15 WEST 20TH STREET, NEW YORK

Philadelphia Boston Chicago St. Louis New Orleans
Los Angeles San Francisco Houston Toronto

VIDAL-CHARVET, a name commanding the greatest respect in the field of de luxe perfume specialties. A V-C product has all the delicacy and richness expected in a French type specialty, yet it is adapted by American ingenuity to the tempo and requirements of the domestic scene. We solicit your inquiries on any perfuming problem you may have. It is certain that one of the Vidal-Charvet specialties will happily provide the exact answer to your perfuming problems.



*The
traditional
home of the
Sandalwood tree*

...IT COMES FROM MYSORE

THE World's finest Sandalwood—*Santalum Album* (Linné)—is grown in the State of Mysore. The Oil richest in Santalol comes from the Heart-wood, and nothing but selected Heart-wood is used for the production of MYSORE OIL.

This, together with scientific distillation, accounts for the universally recognized superiority of Mysore Oil, and is why Mysore Oil is always taken as the standard measure of quality.

It is definite economy to use genuine Mysore Oil. Substitutes and imitations in the long run cost more. Do not merely specify "Sandalwood Oil U. S. P." but insist upon Mysore Oil.



Distilled at our Linden, N. J. plant and offered only in original sealed and numbered containers.

Sole Agents for the United States
W. J. BUSH & CO., Inc., New York

Sole Agents for Canada
W. J. BUSH & CO. (Canada) Ltd., Montreal, Canada

"The Oldest Essence Distillers"

W. J. BUSH & CO.

INCORPORATED

Essential Oils . . Aromatic Chemicals . . Natural Floral Products

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GEORGE LUEDERS & CO.

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factory: Brooklyn . . . branches: Chicago, San Francisco, Montreal, Mexico City

Established 1885

OIL OF PATCHOULY

SO IMPORTANT IN EVER SO
MANY PERFUMES

From selected leaves plus a distilling experience of many, many years. This is the story of our Oil which has met favor in so many quarters. You will immediately recognize its superiority in comparison with *any other*, domestic or imported. And our price is attractive too.



HAVE YOU TRIED OUR

LINALOOL

from Bois de Rose, Cayenne

RHODINOL

from Bourbon Geranium

Both available at the
lowest prices in many years.

OIL OF ORRIS

CONCRETE
AND
LIQUID

ALSO OF OUR OWN MANUFACTURE

From choice Florentine Root, exquisite in
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CAMILLI, ALBERT & LALOUE
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Manufacturers of the famous

MAXIMAROMES

The World's Finest Natural Flower Essences

Published monthly by Robbins Perfumer Company, Inc., 9 E. 38th St., New York, N. Y. Volume 37, No. 1. Subscription rates, payable in advance; United States \$3.00 a year; Canada \$3.00; Foreign \$4.00. Single copies 30c. Entered as second class matter January 14, 1937 at the Post Office at New York, N. Y. under the act of March 3, 1879.

"I'll say this
for
American Can ..



...when they say a new container is
right, you know darned well it *is*
right. They never go off half-cocked."



AMERICAN CAN COMPANY, 230 PARK AVENUE, NEW YORK, N. Y.
World's Largest Manufacturer of Metal and Fibre Containers

July, 1938



Box illustrated has strong metal base (No. 388-PR).

It is always good sense...
to package your powder in boxes that retain the favorable impression of "first glance" interest. Rowell-made Boxes deliver full value in consumer appeal, in consumer-use satisfaction, because of their expert construction... Illustration shows actual-size photograph of circular dusting powder box. It has a light and sturdy metal base... You are invited to join the ever-expanding list of satisfied Rowell clients.

E. N. ROWELL CO., INC. BATAVIA, NEW YORK

New York Office: SEWELL H. CORKRAN, 30 East 42nd Street

Chicago Office: HAROLD G. MacKAY, 444 West Grand Avenue

Hollywood, Cal., Office: C. H. E. DUNN, Guaranty Bldg., 6331 Hollywood Boulevard

Boston Office: H. P. TUCKER, 52 Chauncey Street

St. Louis Office: THE DICK DUNN CO., Merchandise Mart Bldg., 12th Blvd. & Spruce St.

Detroit Office: H. E. BROWN, 2842 West Grand Boulevard, 319 Curtis Building

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HER LOVE FOR ACTIVE OUTDOOR SPORTS HAS CREATED A NEW PERFUME TREND



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FELTON'S MODERN OUTDOOR TYPE FRAGRANCE

Golf! Tennis! Boating!



Riding! . . . devoted

to such interests as these the Woman of Today is a Goddess of the Great Outdoors.

Everything she chooses reflects her



vivacious spirit . . . her Fashions,

her Hobbies . . . her Perfumes • That's why Felton Chemical Company, Inc., has created

FAIR-WAY, a modern note, — youthful, fresh, invigorating . . . perfectly



suited for perfume, toilet water or powder



which the modern vogue dic-

tates for daytime use.

Fair-way No. 40	\$50.00 a pound
Fair-way No. 45	14.00 a pound
Fair-way No. 50	7.00 a pound
Fair-way No. 55	3.50 a pound

A price range enabling you to make use of this odor for the finest grade merchandise, or for a moderately priced line. Send for sample today!

FELTON CHEMICAL CO., INC.

Manufacturers of AROMATIC CHEMICALS, NATURAL DERIVATIVES,
PERFUME OILS, ARTIFICIAL FLOWERS and FLAVOR OILS
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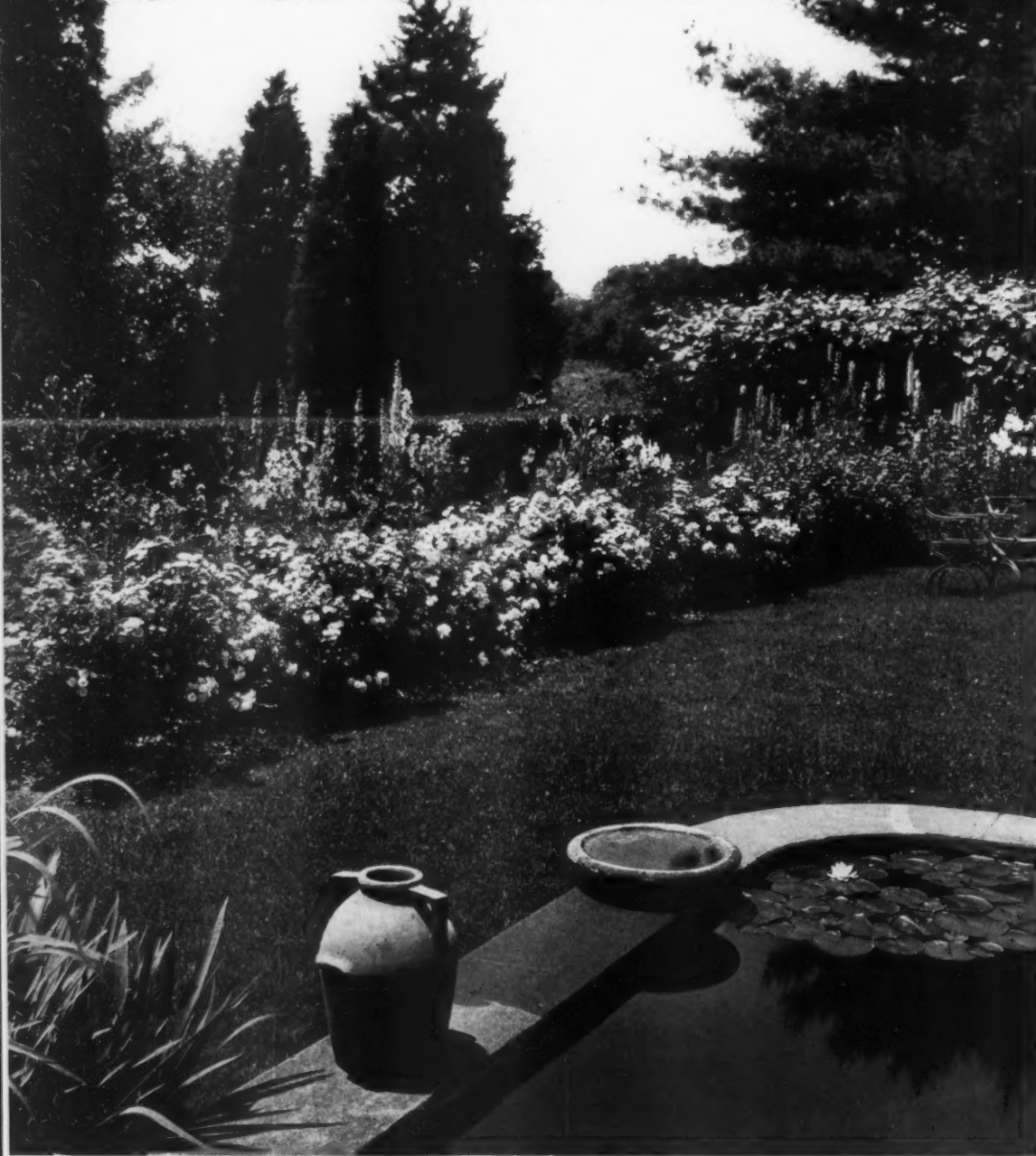
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PERROL



FOR years Perrol has maintained its undisputed reputation as the outstanding American specialty. Perrol is the primary basic note of floral odors.

Alone, it becomes a beautiful flowery perfume.

Alone, it becomes a most effective odor for creams.

In a modified version, it is ideal for powders.

But primarily it is a most valuable ingredient in original compositions to attain the true floweriness of fresh cut blossoms.

VAN AMERINGEN-HAEBLER, INC.

315 Fourth Avenue, New York, N. Y.

Control

In any manufacturing process, control is of paramount importance to insure predetermined standards of quality and uniformity.

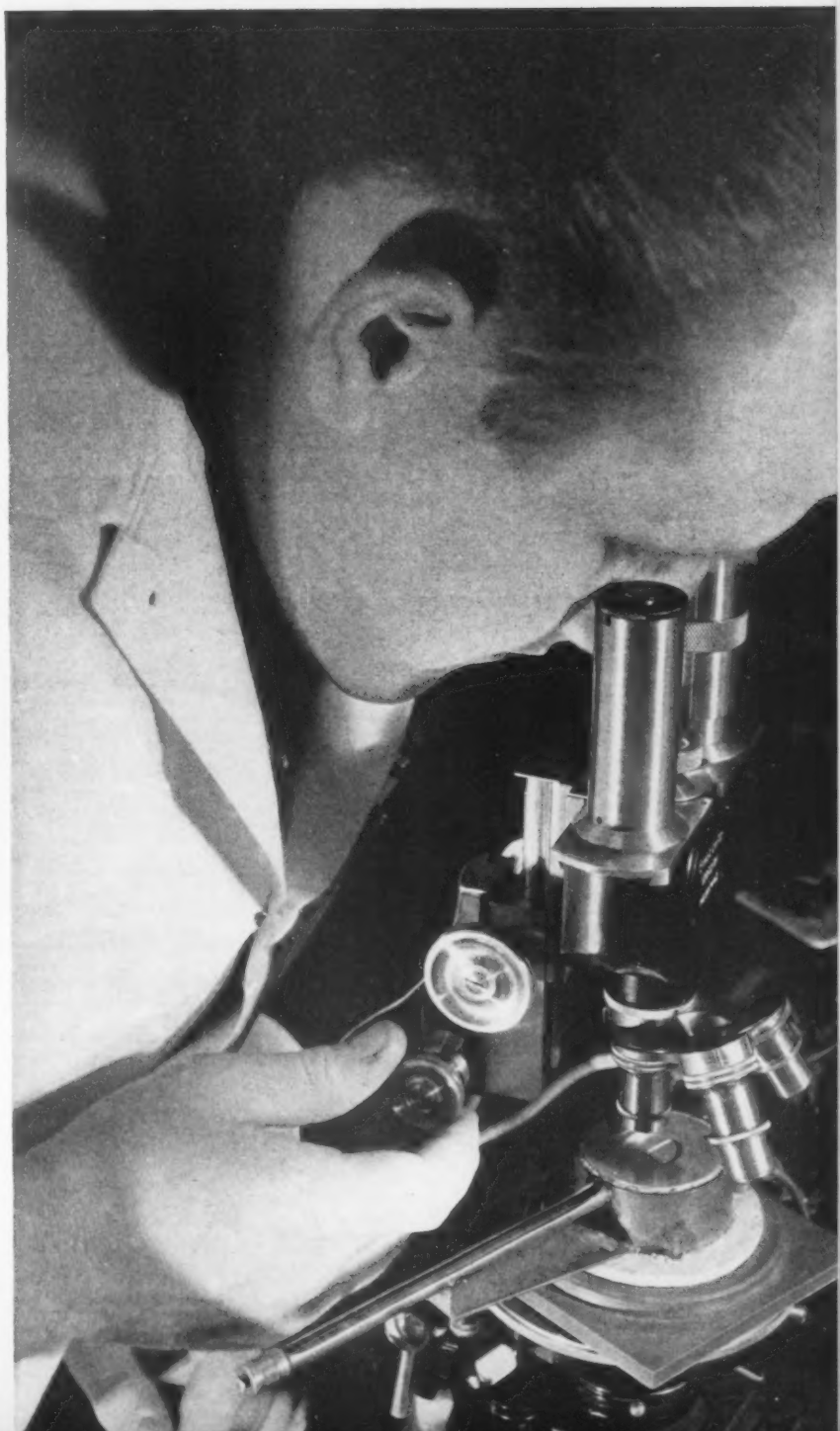
In our factory at Elizabeth, New Jersey, a staff of chemists is continually employed in control laboratories to test each product through its various stages of manufacture in order to maintain for your protection the high standards of quality and uniformity upon which is based the reputation of

**VAN AMERINGEN-
HAEBLER, INC.**
315 FOURTH AVENUE
NEW YORK CITY

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ATLANTA	SAN FRANCISCO
CHICAGO	SEATTLE
LOS ANGELES	PORTLAND, ORE.
SALT LAKE CITY	TORONTO

Factory—ELIZABETH, N. J.





IN
1937
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**OF ALL LEMON OIL
 SOLD IN THE U.S.A.
 WAS EXCHANGE OIL
 OF LEMON**



**FROM CALIFORNIA
 LEMONS**



**COLD PRESSED
 AND CLARIFIED**



**A U.S.P. OIL FOR
 THE AMERICAN TASTE**

THERE you have the fact and the reason for it. Quality and fair price have made Exchange Brand the fastest selling oil of lemon in the United States by 2 to 1!

It is made in the largest plant in the world devoted



OIL OF LEMON U. S. P.

Sold to the American market exclusively by
DODGE & OLCOTT COMPANY
 180 Varick Street, New York, N. Y.

FRITZSCHE BROTHERS, INC.
 76 Ninth Avenue New York, N. Y.

Distributors for

California Fruit Growers Exchange
 Products Department Ontario, California

Producing Plant:
EXCHANGE LEMON PRODUCTS CO.
 Corona, California

exclusively to lemon products. Nowhere else has uniformity been so exactly attained—or the American taste so successfully met.

Next time specify Exchange Brand Oil of Lemon, U. S. P. (Clarified). Find out why it leads in popularity.

Copyright, 1936,
 California Fruit Growers Exchange, Products Department

The American Perfumer

PREPARE for IMPROVEMENT

*T*HAT is the advice offered editorially in one of today's leading business journals. In substantiation, it cites the report of a most reliable and outstanding source of information on business and economic trends. Briefly it enumerates those factors which point to impending improvement,—progress toward inventory, price and cost readjustments; increasing backlogs of deferred demands; active work on new auto models; abundant crops; and last but not least, the renewed stimulus of Government spending.

Whether or not we all agree with the conclusions of these trained observers, two facts do persist: Business volume *has* increased and security and commodity prices *have* risen. This may indicate that business sentiment has been worse than actual business itself. In any event, the advice to "prepare for improvement" seems not without reasonable foundation. But whatever the future, be it toward improvement or decline, the manufacturer who avails himself of our fine facilities, expert services, constant research and dependable materials, will find that through the combination of these he is fully prepared to derive the best possible advantage from either eventuality.

FRITZSCHE BROTHERS, Inc.

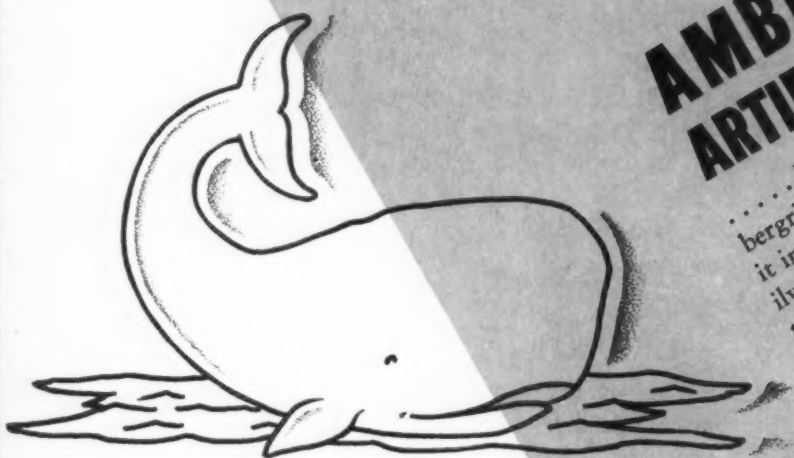


GOOD SENSE in ANIMAL SCENTS

THROUGH your own practical experience you have learned the advantages and disadvantages of the natural fixatives—Ambergris, Civet, Castoreum and Musk. Who, then, is better qualified to judge the worth of our four Artificial Animal Scents than you, yourself, *since the basic good sense behind each* is to duplicate the advantages of the genuine and eliminate its disadvantages. We commend these to you, therefore, as a practical perfumer, for actual experimentation in your present formulae. Write us for details of their use.

AMBERGRIS ARTIFICIAL, F. B.

..... Produces the effect of genuine Ambergris at about one tenth the cost. Matches it in tenacity, fixation and stability. Readily soluble in alcohol or essential oils. With these considerations making for rock-bottom economy and convenience, is it any wonder that AMBERGRIS ARTIFICIAL, F. B. has become an established perfumer's accessory in the short space of one year?



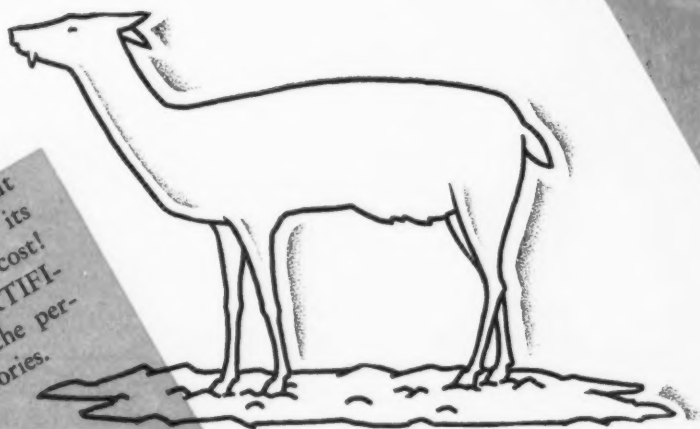
CIVET ARTIFICIAL, F. B.

..... With natural Civet unobtainable, this product's ready availability and low cost are its immediate and most compelling advantages. However, once you have tried CIVET ARTIFICIAL, F. B. you will value it as well for its softness of odor (a distinctive characteristic of the genuine); for its precise duplication of the latter's color and consistency; and for its greater strength and solubility.



MUSK TONQUIN ARTIFICIAL, F. B.

..... In this synthetic reproduction, natural Musk has a formidable competitor. It embodies the latter's most desirable qualities—its valued power of diffusion, its fortifying effectiveness, and its subtle but penetrating and persistent odor—all its advantages at less than one tenth the cost! We believe MUSK TONQUIN ARTIFICIAL, F. B. will become one of the perfumer's really indispensable accessories.



CASTOREUM ARTIFICIAL, F. B.

..... Offers duplication of odor, strength and appearance at little more than half the cost of Absolute Castoreum. Reliably uniform and simple to use. You will agree, we believe, that these inducements are quite sufficient to warrant investigation of CASTOREUM ARTIFICIAL, F. B. In some formulae you will be able to replace the Absolute in its entirety; in others a combination of both the genuine and artificial will effect best results.



SINCE conditions entirely beyond the supplier's control affect cost, availability and quality of the genuine animal fixatives, a trial order of these Artificial Scents *today* may turn out to be one of your best investments in the days to come. You can obtain experimental quantities of each for less than \$2.00 per ounce.



FRITZSCHE BROTHERS, Inc.
76 NINTH AVENUE, NEW YORK, N. Y.
PORT AUTHORITY COMMERCE BLDG., 76 NINTH AVENUE, NEW YORK, N. Y.
BOSTON CHICAGO LOS ANGELES ST. LOUIS
FACTORIES AT CLIFTON, N. J. AND SEILLANS (VARI) FRANCE
TORONTO, CANADA MEXICO, D. F.

MORE FOR YOUR MONEY

OUR product's selling appeal will be measurably enhanced by the use of our Seillans* Essential Oils because each represents the full, concentrated aromatic principle of the plant in its very purest form. This is a definite guarantee based upon the fact that we produce these oils in our own modern plant in Southern France under strictest supervision. Never do they pass through other hands than our own. That, too, eliminates the middleman's profit and is why we can promise you *more for your money* when you use these SEILLANS ESSENTIAL OILS:

ANGELICA ROOT
ANGELICA SEED
BALSAM TOLU
SWEET BASIL
CARDAMON
CARROT SEED
CELERY
CHAMOMILE, GERMAN
COSTUS ROOT
CUMIN
CYPRESS
ELEMI
ESTRAGON
FENNEL ROMAN
HYSSOP
LABDANUM

MARJORAM SWEET
MASTIC
MYRRH
MYRTLE
NEROLI, BIGARADE PETALE
OLIBANUM
OPOPANAX
ORRIS ROOT CONCRETE
ORRIS ROOT TENFOLD
PARSLEY LEAVES
PARSLEY SEED
PATCHOULY
PETITGRAIN BIGARADE
SAGE MUSCATEL
VALERIAN
VETIVER

* Pronounced SAY-ON.



FRITZSCHE BROTHERS, Inc.

Port Authority Commerce Bldg.
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BRANCH OFFICES and STOCKS:

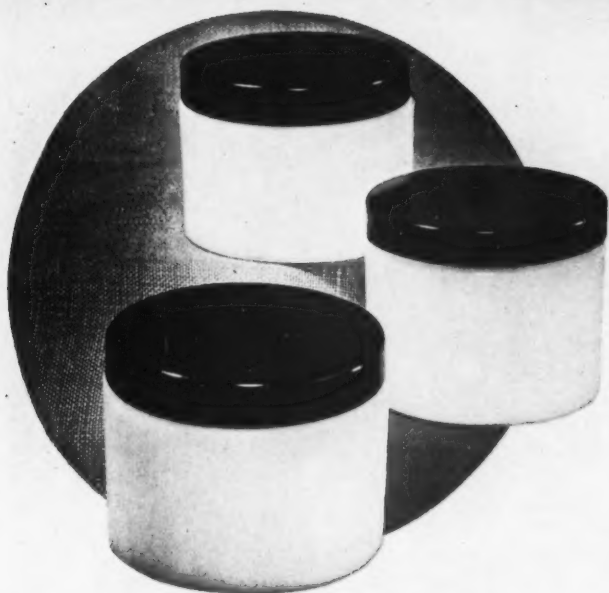
BOSTON, MASS. 206 State Street	CHICAGO, ILL. 118 West Ohio Street	LOS ANGELES, CAL. 816 West 8th Street	ST. LOUIS, MO. 308 South 4th Street
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FRITZSCHE BROTHERS OF CANADA, LTD.
77-79 Jarvis Street, TORONTO, CANADA

PRODUCTOS FRITZSCHE BROTHERS, S. A.
Mesones 24, MEXICO, D. F.

FACTORIES AT CLIFTON, N. J. and SEILLANS (VAR) FRANCE

Inviting!

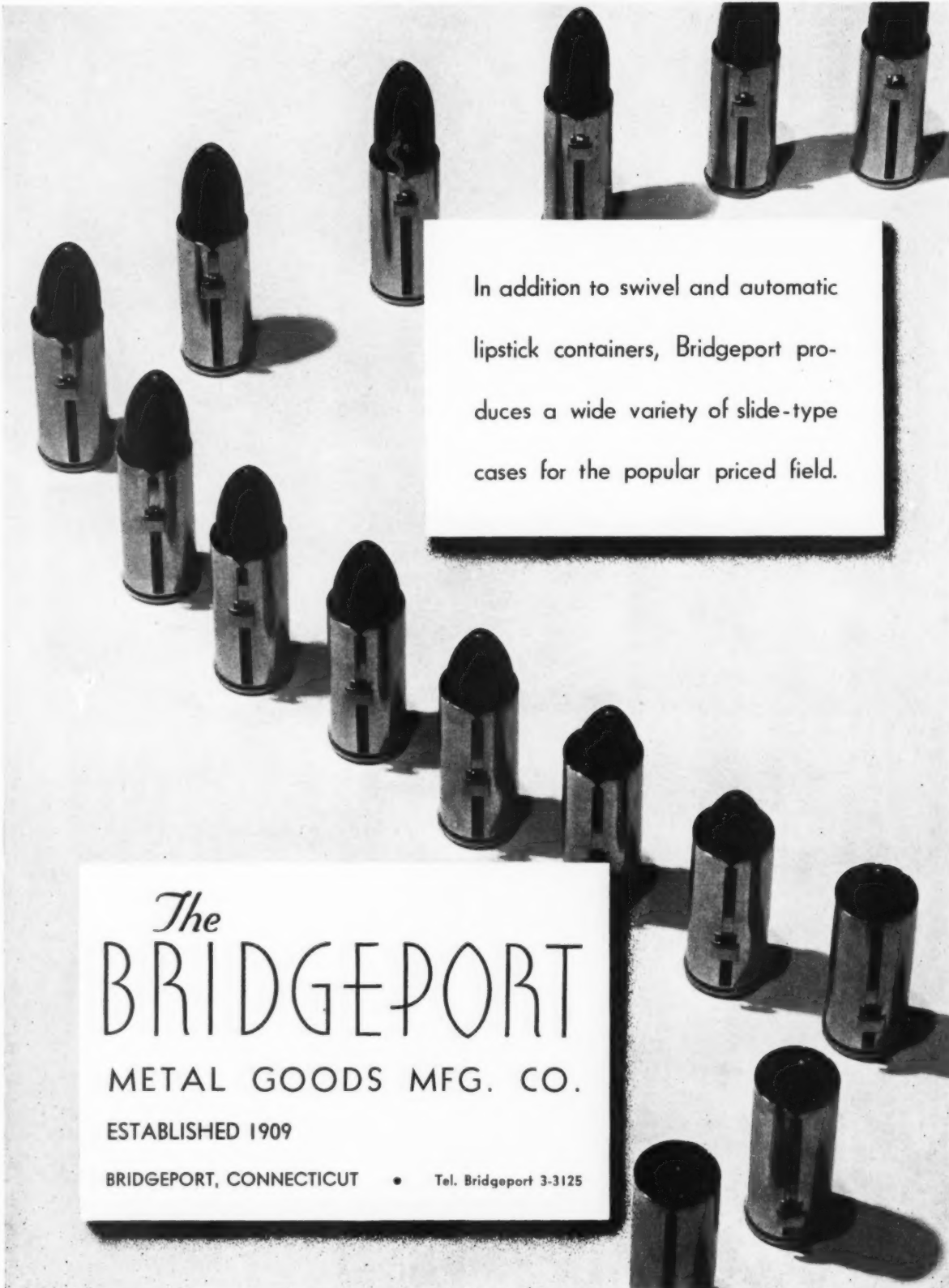


Opal Jars, made to Carr-Lowrey's exacting standards, are inviting and cool to the eye. They are the perfect containers for your creams. Chemically inert, they reflect the purity and quality of your product and have the additional advantage of being non-transparent. Whether full or half-empty they are equally neat and inviting on dressing table and bathroom shelf.

CARR-LOWREY GLASS CO. *Factory and Main Office: Baltimore, Md.*

NEW YORK OFFICE: 500 Fifth Avenue, Phone: CHickering 4-0592

CHICAGO OFFICE: 1502 Merchandise Mart; Telephone: WHitehall 4326



In addition to swivel and automatic lipstick containers, Bridgeport produces a wide variety of slide-type cases for the popular priced field.

The
BRIDGEPORT

METAL GOODS MFG. CO.

ESTABLISHED 1909

BRIDGEPORT, CONNECTICUT • Tel. Bridgeport 3-3125

VANITY CASES • ROUGE CASES • PASTE ROUGE CONTAINERS
LIPSTICK HOLDERS • EYEBROW PENCIL HOLDERS • BOTTLE CAPS • JAR CAPS

IT'S WHAT THE CROWD WANTS



Whether it's in the field of sports or on the silver screen, whether in art or entertainment or just plain two-fisted selling, it's what the "crowd" wants that counts!

Kimble Glass Vials strikingly illustrate this point. A manufacturer of bromide tablets, seeking a container with style, convenience and full visibility, chose Kimble Vials—and his product soared to unparalleled popularity. A manufacturer of lead pencils packaged long sticks of leads in flat Kimble Glass Vials, and a new record-breaker in sales was born. In like manner, we can point to scores of famous pills, powders, tablets, perfumes, oils, chemicals, drugs, etc. that have reached the heights aided by attractive sampling and packaging in lustrous, stream-lined, colorfully closed Kimble Vials.

Why? Because it's what the crowd wants! Sanitation, visibility, pocket-convenience and package distinction. Kimble has them all—and they're yours for the asking! *Ask Kimble for advice on your sampling or packaging problem—and new "mass appeal" for your product can't help but follow.*

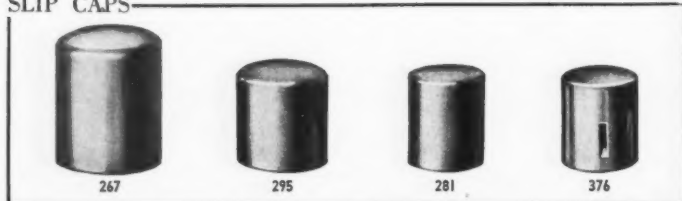
KIMBLE VIALS



• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY VINELAND, N. J.
NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON

SLIP CAPS



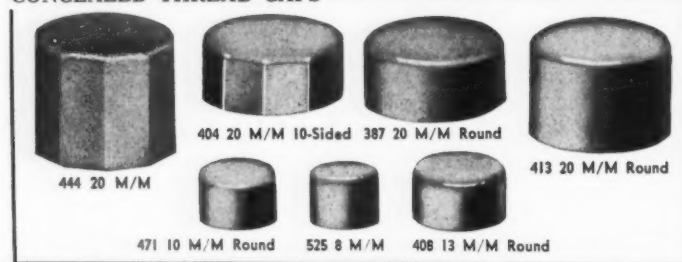
TALCUM CAPS—Plain & Knurled



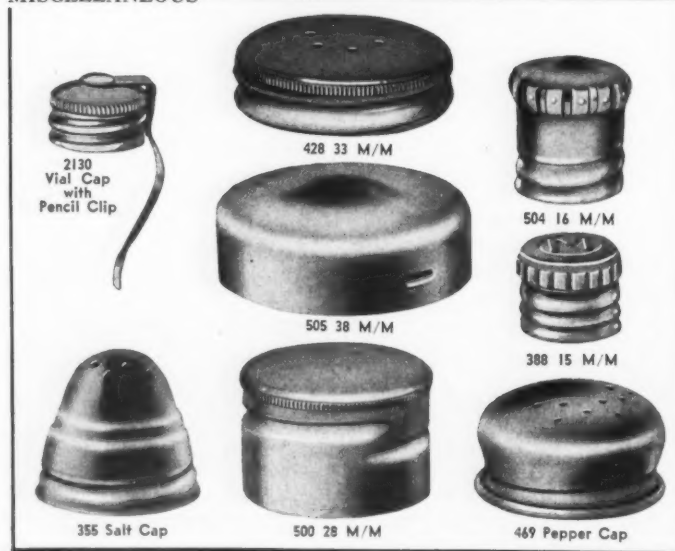
SCREW CAPS



CONCEALED THREAD CAPS



MISCELLANEOUS



Improve

THE APPEARANCE OF YOUR PACK-
AGE with an attractive serviceable
stock or specially designed



For perfumes, talcum and tooth
powder, bath salts, lotions, etc.
Furnished in a variety of de-
signs in fancy metal—plain brass—
aluminum—brass nickel plated
—nickel silver—stainless steel
. . . Enameled caps, all colors.
Our "Negative Finish" resists
acids, alkalies and alcohol.

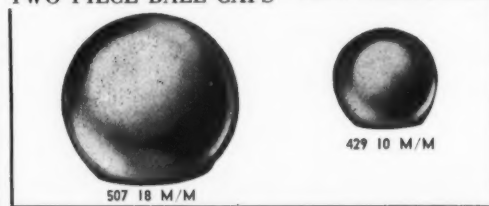
Samples and prices on request.

BRASS GOODS

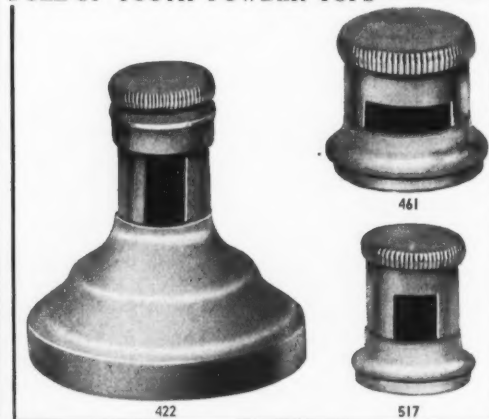
MANUFACTURING CO.

345 ELDERT STREET
BROOKLYN, N. Y.
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TWO PIECE BALL CAPS



PULL-UP TOOTH POWDER TOPS



CUSTOM DESIGNS IN STAMPED AND DRAWN METAL SPECIALTIES

B-G Caps for Perfumes, Talcum, Tooth Powder, Bath Salts, Lotions, Salt & Pepper Shakers, etc. . . Sifter Top Caps, Slip Caps (Round, Square, Oval, Slotted).

TRY THIS NEW PARENTO FOR TONKA

FOR TONKA



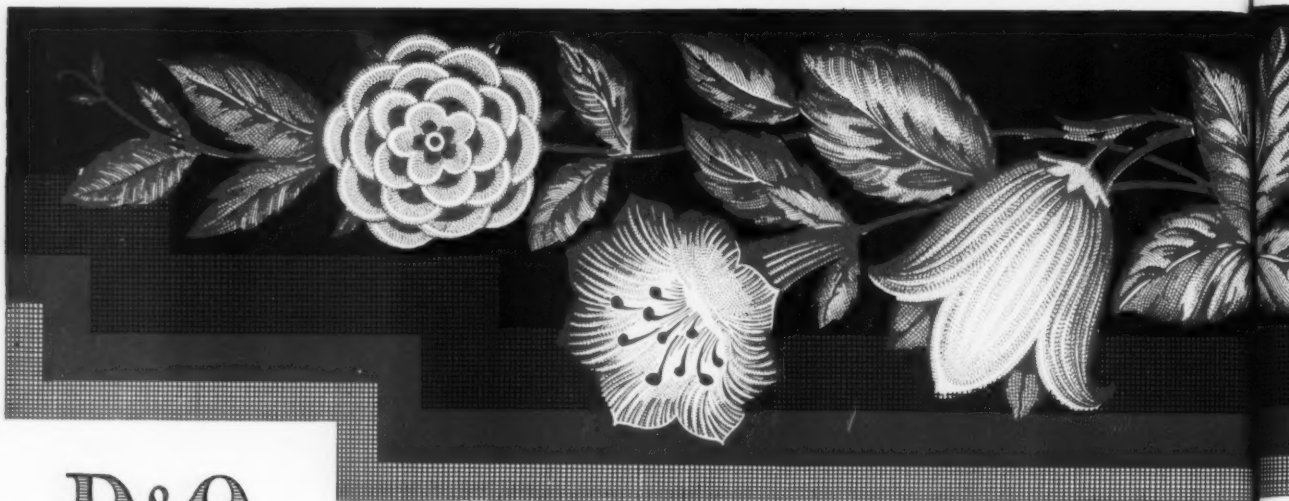
YOU'LL FIND THIS UNUSUAL PARENTO CREATION A RARE
AND PROFIT-CREATING ODOR AT \$12.00 PER POUND.

Have you tried TONKAIRE for removing the sharpness of alcoholic odor?

Compagnie Parento, Inc.

Executive Offices and Laboratories: CROTON-ON-HUDSON, N. Y.
NEW YORK CHICAGO DETROIT SEATTLE LOS ANGELES SAN FRANCISCO
PORTLAND, ORE. TORONTO, COLOMBES, FRANCE LONDON, ENGLAND

PARENTO ★ PARENTO ★ PARENTO



D&O
ESTABLISHED IN 1798

Headquarters
for all Perfumers'
raw materials



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MUSK
CASTOREUM
GUM BENZOIN
TINCTURES
FLORAL WATERS

NOW is the time to decide upon your per-
fumes for the Christmas Holiday business.

"D&O" PERFUME BASES

have had a phenomenal success in many nationally
advertised articles and are adapted for use in

PERFUME EXTRACTS

TOILET WATERS

FACE and TALCUM POWDERS

BEAUTY CREAMS

BATH SALTS

TOILET SOAPS

We create odors to suit your particular needs.
Formulas reserved for your exclusive use.



DODGE & OLCOTT

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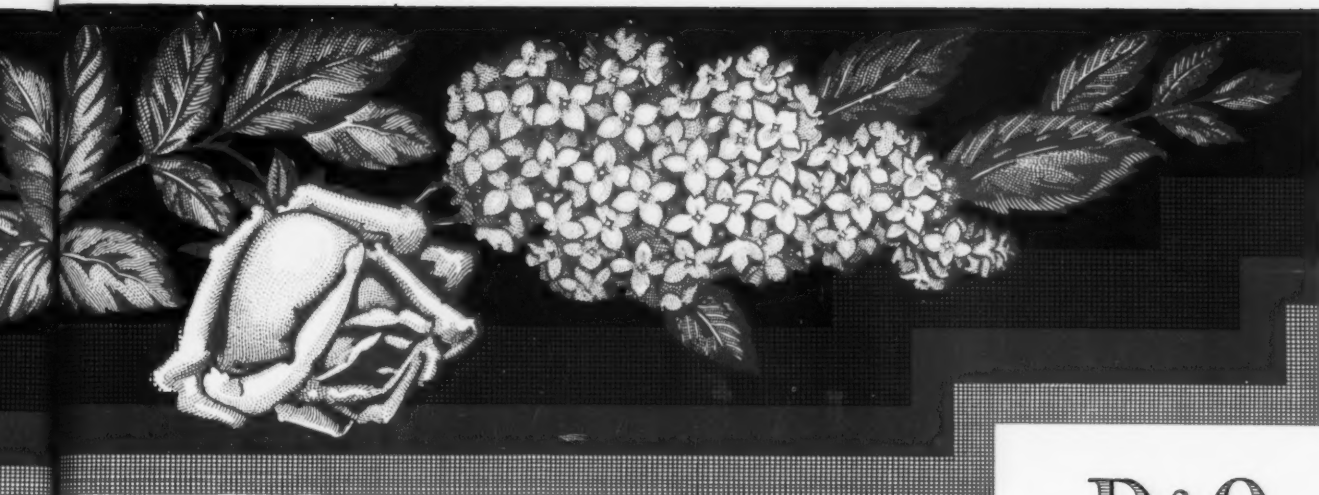
PHILADELPHIA
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BOSTON
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CHICAGO
178 No. Wacker Drive

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Producers of highest quality
NATURAL FLOWER ABSOLUTES
and **PERFUME SPECIALTIES**

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ESSENTIAL OILS

(distilled in Grasse)

Represented in the United States by Dodge & Olcott
Company, with stocks carried in New York and
Branches, from where prompt deliveries are made.

D & O
ESTABLISHED IN 1798

Our Laboratories
are fully adequate
to cope with any
problem.



The "D & O"
Perfume Service
is at your disposal.

Let us
work with you.

**COMPANY, 180 VARICK ST.
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PLANT AND LABORATORIES: BAYONNE, N. J.

SERVICE FOR THE TRADE EXCLUSIVELY—

COMPACTS . . . ROUGE & POWDER

LIPSTICKS . . . CREAM ROUGES

(All indelible shades—
consistencies a la mode)

EYE SHADOWS . . . EYEBROW PENCILS

WATERPROOF MASCARAS

A S E P T I P U F S

permanently antiseptic

Do not confuse these powder puffs with so-called sterilized puffs. Sterilization is only a temporary condition, ineffective with the first use of the puff.

ASEPTIPUFS are permanently antiseptic because our velours and wools are treated with antiseptics when manufactured. The puffs remains antiseptic throughout its life, or until washed. The inhibitory action is constant—*always* on the job battling Bacteria, protecting the reputation of your cosmetics. WRITE TODAY for literature and samples.

All our products are guaranteed for chemical purity.

For your further protection, Products Liability Insurance is carried.

OXZYN COMPANY

MANUFACTURING

Cosmetics of Quality

SINCE 1877

ORIGINATORS OF NATURAL ROUGES

NEW JERSEY OFFICE: 257 CORNELISON AVE., JERSEY CITY
CANADIAN OFFICE: 2109 OTTAWA ST., WALKERVILLE, ONT.

Telephone calls originating in New York will be accommodated
through REctor 2-8340. In Jersey City Phone Delaware 3-2540.

Bound to be Popular



THE more pleasing its odor, the longer its lather lasts, and the more soothing its effect on the skin, the more a shaving cream is likely to be well received. A good combination of *all* these qualities is virtually bound to achieve lasting popularity.

From the Givaudan laboratories come many developments that make the creation of sales-successful shaving creams and lotions possible. In addition to our great variety of original odors especially appropriate for this purpose, Givaudan is constantly creating other interesting ingredients. Outstanding among these is Givaudan's Cetyl Alcohol Pure, which besides having

a remarkably soothing effect on the face, definitely retards the evaporation of water from the lather, thus making it last considerably longer.

The creation of such helps in the manufacture of cosmetics is the keynote of Givaudan's service. Givaudan research is applied to materials for every type of cosmetic product—creams, lotions, powders, rouges, lipsticks, soaps, shampoos, hair tonics—and in an increasing number of cases results in improved quality. Why not let this progressive research work for the improvement of *your* line? The experience and ability of our technical staff is at your disposal.

Givaudan

DELAWANNA, INC.

80 FIFTH AVENUE, NEW YORK, N. Y.



Now Is the Time to Test
**SUNBURN
PREVENTIVE NO. 2**
and
**SUNBURN
PREVENTIVE NO. 52**

NOW, while the summer sun is with us, is the time to make your tests and decide what sunburn preventives you should use in your preparations *next* year.

Givaudan is confident that a trial of Sunburn Preventive No. 2 and Sunburn Preventive No. 52 will convince you that they will give the best results.

Tests by the thousands under conditions of actual use have demonstrated the superior sun-stopping power of Sunburn Preventive No. 2. It is non-toxic, odorless, and is ideally suited for use in oily lotions, emulsified lotions and creams.

Sunburn Preventive No. 52 meets the growing demand for products of a non-greasy, alcohol solution type. Tests—over a period of two years—have proven its superior efficiency also.

But make your own tests—now! Givaudan is prepared to give you full cooperation. Write today for samples and more detailed information.

GIVAUDAN
DELAWANA, INC.

80 FIFTH AVENUE, NEW YORK, N. Y.

BRANCHES: Philadelphia Los Angeles Cincinnati Detroit
Dallas Baltimore Chicago San Francisco Seattle
Montreal Havana

COLLAPSIBLE TUBES



METAL CAN SPOUTS



WOMEN ARE fast catching the tube habit from their men-folks. They envy the ease with which men can pack their toilet articles—never afraid of breakage, spoilage, never in despair over inadequate space. Profit from this trend—ask us to help solve your container problems.

N.B.—You'll also find our superior METAL CAN SPOUTS ideal for various household products.

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 "NOSE"
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designed to dramatize **YOUR** label!

R 31

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Year after year Owens-Illinois forges ahead—leading the way to new comforts and conveniences for the public and new sales and profits for manufacturers. It has been the untiring research, development and perfection that have won for Owens-Illinois the enviable reputation of "first in glass." Owens-Illinois Glass Company, Toledo, Ohio.



PRODUCTS *that*



POINT TO SALES

Over 70% of the cosmetic manufacturers represented in Detroit's famous, brilliantly modern Hudson store — have come to Scovill for containers.

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The pomade containers shown here are but a few examples of Scovill's design and manufacturing versatility. We suggest you telephone or write your nearest Scovill branch office, and let us help you win more sales.



SCOVILL MANUFACTURING COMPANY

Drug and Cosmetic Container Division

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THE AMERICAN PERFUMER

COSMETICS • TOILET PREPARATIONS

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July, 1938

23



That is why it is called the self-selling lipstick—why our customers say it is the greatest advance in lipstick manufacture in a decade!

It has a super-lustre (regardless of shade in which it is made) that immediately attracts the women. And this super-lustre retains its bright glow of texture until the last particle is used. It does not

dull or "sweat" with age or exposure. Of course, it is highly indelible, velvet-smooth to apply, non-greasy, non-toxic!

As those who trade with us know—Helfrich never makes extravagant or over-enthusiastic claims—so you are urged to write or wire today for samples of this sensational lipstick!

We make private brand cosmetics exclusively. We do not compete with those we serve

***Rouge Compacts • Creme Rouge • Face Powder
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CURRENT COMMENT

HAS IT TURNED?

The big noise at present is the new—and huge—spending program just passed by the last Congress.

It has been discussed and commented upon by the daily press and columnists from diverse angles and many viewpoints. The fact is, this is the only answer the Administration had to the pressure to do something about the present depression now almost a year on its course. It is costly. It will have some effect, of course. The money will be spent and circulate into trade and industry.

With this stimulus, it is hoped that the tide will turn. Production of steel is already on the up-turn.

But more important is the fact that inventories are run down to a low point, the fact that buying of living necessities has been widely withheld, the fact that commodity and material prices are about at bottom. These factors will break bounds very soon and start a *logical* and legitimate increase in industrial activity—pump or no pump!

Again, building figures are improving, worn equipment must be replaced, certain business threats have been adjusted for the better; and in the natural course of existence, trade and commerce *will* begin to move more actively.

Has the low point been reached?

It is not merely a guess that we are now on the bottom. Recent individual figures gathered from here and there demonstrate that July in certain spots will start the improvement. You know, we never quite realize a "turn" until it is well into motion.

Goods are being bought in mostly all lines—cautiously as yet; but in the past month some bright "spots" have appeared. We are all looking for the widening of these spots into a continuous flow.

Meantime, preparedness is a virtue, planning is wisdom, and earnest, industrious work is the soundest common sense. It is no time to lay down—one might get trampled!

SENATOR COPELAND

Senator Copeland's death which occurred several days after his pres-

ent article (pages 27-29) had been in type, came as a distinct shock to everyone. The strain of Congressional and committee activities preceding the adjournment of Congress and particularly his unselfish application of time, energy and patience to this Bill was undoubtedly somewhat of a contributing factor.

His long association with and arduous labor over the Food and Drug Bill are familiar to and appreciated by all manufacturers and suppliers in this industry.

There were wild-eyed reformers and selfish interests to be reckoned with. The Senator insisted upon a strong bill in the public's interest, yet one which at the same time would not work unnecessary hardships to honest enterprise.

We feel honored in presenting a Food and Drug article written by Senator Copeland.

He was a University of Michigan Medical Professor, 1889-1908; Dean of New York Flower Hospital Medical College, 1908-1918; Commissioner and President of Board of Health, New York City, 1918-1923. Subsequently, he was three times elected to the Senate.

CONVICTION!

From our clipping service, we note some splendid promotion in process.

We also note certain restraints in copy—particularly magazine copy, and a wee bit on the radio.

This ties in with our own personal investigations of "claims" made for various preparations.

So many and so much has been claimed and pictured about the marvelous properties of this and that product that women generally are somewhat fed up. These "claims" are discounted by the better class.

Two women's club lectures have recently been reported to us, where the trend of the talk was keyed to common sense hints on exercise, proper breathing, and moderate living, to which every woman instinctively agreed. The impression was created that the lecturer was on the level. And when she swung into the sugges-

tion that certain preparations would assist in improving one's looks if used at such a time and in such a manner, she just naturally got it across. She scored for her products.

There's a hint here for copy and promotion themes that will carry conviction because of inherent sense and truth. Perhaps you would not catch so many "fancies" but those you convinced would be substantial customers.

QUALITY ECONOMY

From 100 interviews, we have sold ourselves on one important thing that is *not* stressed.

People who buy good perfume are not so much concerned with the price. They want an odor that satisfies them. The odor may be a new creation. It may be just what the purchaser fancies. It may be what she thinks is the "mode."

True, many people have less money to spend; but there are still millions of women who want a good perfume and will pay for it.

But so few, so very few think of the fact that a perfume of intrinsic quality requires much less in quantity for satisfactory use. It permeates. It lasts. So less is needed. Which is economy in quantity which justifies higher price. Women know it—when you mention it.

But—

In only about 5% of the purchases we checked was this an active factor in the selection made, in the willingness to pay the higher price.

And when have you ever seen played up on package or label, the suggestion that the quality is such that less need be used? Even though the customer may go into raptures over the odor itself, she nevertheless is vulnerable to the thought that she can spend half as much as she had in mind—because the perfume will go farther and last longer—Still, maybe not.

Of course, it's an old thought, but it seems it is a factor,—much neglected in promotion and sales. Many people contend that if she likes it, the price counts nil. H. J. W.



by
Chuit, Naef & Cie

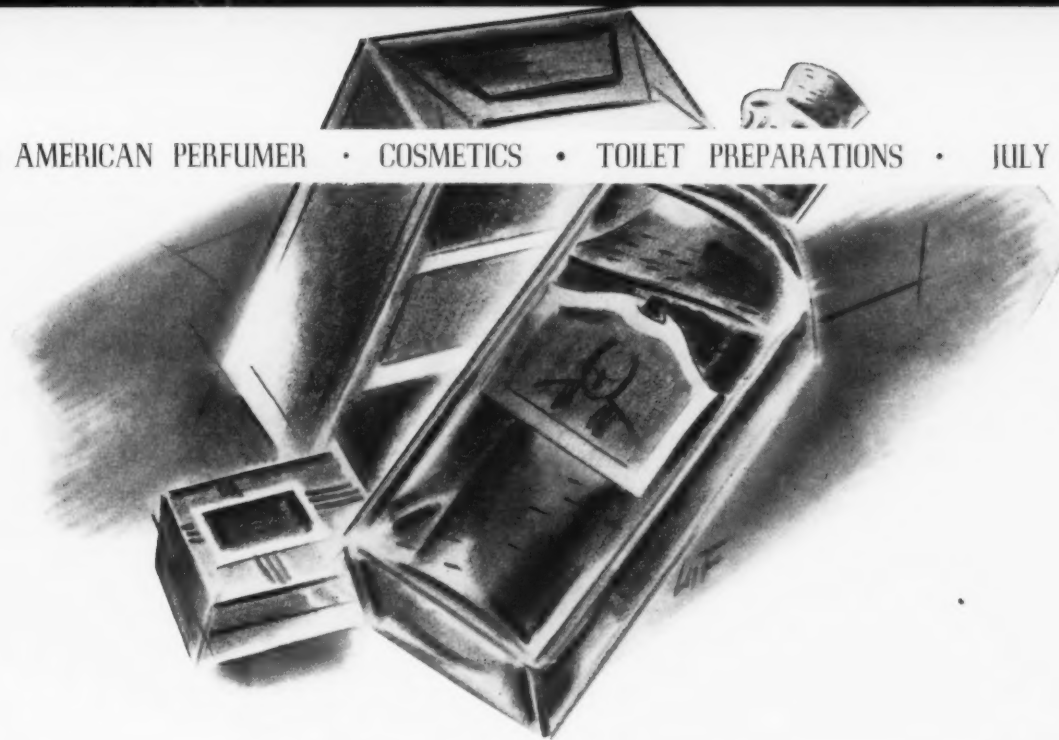
Magnolys

A remarkably effective floral base of great utility, Magnolys combines the Magnolia fragrance with a Hyacinth top note.

In addition to Magnolys for extract, we offer a complete series of the fragrance—both basic and finished types—for creams, powders and other toilet preparations, priced proportionately.

Firmenich & Co., Inc.

135 FIFTH AVE., NEW YORK



New Food, Drug and Cosmetic Law

by SENATOR ROYAL S. COPELAND

Chairman, Senate Commerce Committee

THE Wiley Pure Food Act was passed June 30, 1906. Until six weeks ago, this law was amended seven times, but in no instance was the amendment substantial.

Since 1906, the country has gone through an intensive period of commercial development—especially in the production of consumer goods. Among these, foods, drugs, and cosmetics have increased a hundredfold in their methods of processing, variety of forms, and diversity of uses. Canning and packaging have been adapted to innumerable products that previously had been sold in bulk. A multiplicity of specifics have been introduced on the market where previously the public had dealt in cure-alls.

As a consequence, when I introduced my bill on June 12, 1933, food and drug legislation, as an instrument of protecting the public and promoting fair competition, was hopelessly outmoded. It had failed to keep stride. And necessarily during the pendency of S-5, it has lagged behind, as tragedies inflicted on consumers have shown.

At length, on June 13, 1938, the House of Representatives, following the Senate, passed the Federal Food, Drug and Cosmetic Act. Acceptable on the whole to widely different groups, it brings the law, in my opinion, up to date with current conditions.

In my work of getting adequate food and drug legislation into the statute books, I set up three requirements to which a new law would conform: (1) It must not weaken the existing law. (2) It must strengthen and extend the existing law to bring maximum protection to the consumer. (3) It must impose no hardship on honest industrial enterprise which is unnecessary or unjustified in the public interest.

I am happy to say that the Act which Congress has passed satisfies these requirements.

The first can be dismissed. All the strength of the old law has been retained. In none of the comment of consumer groups and manufacturers that has reached me to date—almost all of which is favorable—has any assertion been made that the new law is inferior to the old.

The law has clearly been extended by supervision over cosmetics and devices. Careful provisions are present for the introduction of new drugs. And from a procedural standpoint the old legislation has been implemented substantially. To revised versions of the prosecution and seizure sections, a new clause has been added, empowering the Secretary to obtain injunctions in District Courts. He may also stop production where products become contaminated with micro-organisms injurious to health.

To industry the law offers means of promoting fair competition. When the Secretary finds it in the public interest, he may, after notice and hearings, promulgate standards of identity and quality. Thus, for example, when a trade standard calls for a given amount of butter fat in ice cream the manufacturer whose standard falls below, must so confess on his labels. His competitors who offer higher quality will thereby be protected. The benefits of informative labeling to the public are obvious.

Procedurally, the law is written so as not to harass business. Full notices and hearings are provided. Review of regulations in ten Circuit, rather than in some 85 District Courts, as well as strengthening the law, expedites justice. It relieves the manufacturer from numerous conflicting rulings and long delays in reaching decisions.

As well as alertness and good judgment on the part of



Acme

"We now have a law of which we can be proud. It marks a very great advance—probably beyond that of any other country"

administrators, the law will require cooperation from manufacturers. To this end I am anxious that business promptly inform itself of the law's content; a summary of its salient provisions follows.

The bill as passed outlaws the following practices: the introduction or receipt and delivery, of misbranded or adulterated foods, drugs, cosmetics, or devices into interstate commerce; misbranding, adulterating, or falsely guaranteeing these commodities.

Foods and drugs are deemed misbranded if their labeling is misleading in any particular. In determining what is misleading, as in the Wheeler-Lea Act, the omission of material facts related to effects of using a product is to be considered.

Specifically, foods are misbranded if offered under the name of another food; or if, in imitation of other foods, their label fails to use the word "imitation" and the name of the food imitated in prominent type; if their container is made so as to be misleading; if their label fails to give information required by law, or if it claims falsely that the food conforms to standards set up by Department regulations. Misbranding also occurs where food is represented for special dietary purposes and its vitamin, mineral, or other properties are not indicated, as the Secretary finds necessary, to inform the purchaser of its value. Labels must state facts, if any, of artificial coloring, flavoring, or chemical preservatives.

Food is adulterated if it (or its container) consists of any poisonous or deleterious substance which may render it injurious to health, if prepared and packed under insanitary conditions, or if produced from diseased animals or animals not killed by slaughter. Special protection is given the consumer in classifying among adulterated food those from which some valuable constituent has been omitted or furnished with a substitute; where damage or

inferiority has been concealed; and significantly where a "substance has been added thereto or mixed or packed therewith so as to increase its bulk or weight, or reduce its quality or strength, or make it appear better or of greater value than it is." Also of interest from the purchaser's standpoint, the Secretary is empowered to promulgate reasonable standards of quality and fill of container for foods, when in his judgment honesty and fair dealing will result to consumers.

Several of the stipulations covering misbranding of foods that arise from deception apply similarly to drugs and devices. Additionally, labels must contain adequate directions for use, giving warnings against unsafe dosage or administration. Where drugs contain habit forming constituents, or their derivatives, their name, percentage, and quantity must be indicated, along with the statement, "Warning—May be habit forming."

New drugs—those not generally recognized by experts as safe for use or not tested for a material time—may not be introduced into interstate commerce unless an application has been filed with the Secretary. The applicant must submit a full description of the drug's components, methods of manufacture, investigation as to its safety, samples, and a specimen of the labeling proposed for the drug's sale.

Drugs and devices are adulterated when they consist in whole or part of filthy or decomposed substances, or when prepared or packed under insanitary conditions so as to be injurious to health; similarly, when their quality or purity falls below their standards set forth in an official compendium, and no admission is made of this inferiority.

Misbranded cosmetics are those which are misleading in any particular; which fail to indicate name and place of business of manufacturer (also required as to food and

drugs) and data on weight; if its container is made so as to be misleading. Adulterated cosmetics contain substances injurious to health under conditions of use prescribed in the labeling. A commentary on sad experience, a specific provision on the labeling of coal-tar hair dye requires a conspicuous legend reading: "Caution—This product contains ingredients which may cause skin irritation on certain individuals and a preliminary test according to accompanying directions should first be made. This product must not be used for dyeing the eyelashes or eyebrows; to do so may cause blindness."

In the procedural provisions of the amended law, there are many strong features. A violator of the prohibited practices is liable up to \$1,000 fine and up to one year imprisonment or both. Subsequent violations bring up to \$10,000 fine and up to three years imprisonment. Misbranded or adulterated foods, drugs, devices, or cosmetics are subject to seizure and to condemnation in any court district in which they are found. An opportunity for a hearing is afforded before government attorneys are called to institute criminal proceedings; minor violations may incur only a written notice from the Secretary.

A provision which is aimed at tragic dissemination of germs through insanitary manufacture gives the Secretary power of emergency control. Whenever he finds that distribution of food, through contamination of micro-organ-

isms during manufacture, processing, or packing, may be injurious to health, and that such injury cannot be determined adequately after the products are in distribution, he may issue permits to which may be attached certain conditions as to manufacture and so forth. Such permits are of temporary duration. If their conditions are violated, they may be withdrawn.

In the case of procedure for new drugs, a hearing is afforded an applicant in case of rejection of his application. Denial is reviewed in a District Court.

Similarly, hearings are given upon a proposal to issue, amend, or repeal regulations by the Secretary contemplated by the law. Persons adversely affected by an order may question its validity within 90 days of issuance in a Circuit Court of Appeals. This provision of the conference bill, differing from the House bill which provided for appeal in district courts, gives greater enforcement power. The Circuit Court may affirm or set aside the Secretary's order, after which appeal is to the Supreme Court.

As a closing word, I want to express appreciation of the fine attitude of those manufacturers who might have been adversely affected by new legislation. We now have a law of which we can be proud. It marks a very great advance—probably beyond that of any other country in the world.

PROHIBITIONS UNDER THE NEW FOOD, DRUG AND COSMETIC ACT

Sec. 301. The following acts and the causing thereof are hereby prohibited:

(a) The introduction or delivery for introduction into interstate commerce of any food, drug, device, or cosmetic that is adulterated or misbranded.

(b) The adulteration or misbranding of any food, drug, device, or cosmetic in interstate commerce.

(c) The receipt in interstate commerce of any food, drug, device, or cosmetic that is adulterated or misbranded, and the delivery or proffered delivery thereof for pay or otherwise.

(d) The introduction or delivery for introduction into interstate commerce of any article in violation of section 404 or 505. [Contaminated foods, new drugs.]

(e) The refusal to permit access to or copying of any record as required by section 703. [Records of Interstate Shipment].

(f) The refusal to permit entry or inspection as authorized by section 704. [Factory Inspection].

(g) The manufacture within any Territory of any food, drug, device, or cosmetic that is adulterated or misbranded.

(h) The giving of a guaranty or undertaking referred to in section 303 [Penalties], which guaranty or undertaking is false, except by a person who relied upon a guaranty or undertaking to the same effect signed by, and containing the name and address of, the person residing

in the United States from whom he received in good faith the food, drug, device, or cosmetic; or the giving of a guaranty or undertaking referred to in section 303 (c) (3), which guaranty or undertaking is false.

(i) Forging, counterfeiting, simulating, or falsely representing, or without proper authority using any mark, stamp, tag, label, or other identification device authorized or required by . . . [specified section].

(j) The using by any person to his own advantage, or revealing, other than to the Secretary or officers or employees of the Department, or to the courts when relevant in any judicial proceeding under this Act, any information acquired under authority of section 404, 505, or 704 concerning any method or process which as a trade secret is entitled to protection.

(k) The alteration, mutilation, destruction, obliteration, or removal of the whole or any part of the labeling of, or the doing of any other act with respect to, a food, drug, device, or cosmetic, if such act is done while such article is held for sale after shipment in interstate commerce and results in such article being misbranded.

(l) The using, on the labeling of any drug or in any advertising relating to such drug, of any representation or suggestion that an application with respect to such drug is effective under section 505 [New Drugs], or that such drug complies with the provisions of such section.

DEFINITIONS

(i) The term "cosmetic" means (1) articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness, or altering the appearance, and (2) articles intended for use as a component of any such articles; except that such terms shall not include soap.

(j) The term "official compendium" means the official United States Pharmacopoeia, official Homeopathic Pharmacopoeia of the United States, official National Formulary, or any supplement to any of them.

(k) The term "label" means a display of written, printed, or graphic matter upon the immediate container

of any article; and a requirement made by or under authority of this Act that any word, statement, or other information appear on the label shall not be considered to be complied with unless such word, statement, or other information also appears on the outside container or wrapper, if any there be, of the retail package of such article, or as easily legible through the outside container.

(o) The representation of a drug, in its labeling, as an antiseptic shall be considered to be a representation that it is a germicide, except in the case of a drug purporting to be, or represented as, an antiseptic for inhibitory use as a wet dressing, ointment, dusting powder, or such other use as involved prolonged contact with the body.

To Work for Lower Alcohol Tax

Flavoring Extract Manufacturers Assn. Moves to Aid Allied Alcohol Using Industries—Condemns Erection of Tariff Walls by State Legislation at Record Convention in Atlantic City

DEFINITE action to end the intolerable tax on non-beverage alcohol was taken by the Flavoring Extract Manufacturers' Association at its record 29th annual meeting in Atlantic City, N. J., June 27, 28, and 29.

The association adopted a resolution presented by George Burnett to appoint a special committee to study means of securing a reduction in the tax, to cooperate with allied alcohol using industries, and to prepare a plan for action by the executive committee in the autumn.

A resolution condemning the erection of tariff walls by states solely for revenue and insistence on the preservation of free intercourse in commerce between any state or states, as provided for in the U. S. Constitution was also adopted. Copies of the resolution will be mailed to allied trade associations asking for a united protest against such legislation.

Officers unanimously elected follow:

President, Leland P. Symmes, Baker Extract Co., Springfield, Mass.

First Vice-President, Dr. Clarke E. Davis, Virginia Dare Extract Co., Brooklyn, N. Y.

Second Vice-President, John H. Beach, Seeley & Co., New York, N. Y.

Third Vice-President, E. P. Price, Price Flavoring Extract Co., Chicago, Ill.

Secretary, E. Leidy Brendlinger, The Dill Co., Norristown, Pa.

Treasurer, Leslie S. Beggs, Styron Beggs Co., Newark, Ohio.

Additional members of the Executive Committee:

George H. Burnett, Joseph Burnett Co., Boston, Mass.; John A. Handy, Larkin Co., Buffalo, N. Y.; George Armor, McCormick & Co., Baltimore, Md.; and William F. Meyer, Warner Jenkinson Co., St. Louis, Mo.

Trends affecting the industry were emphasized by President George Armor in his address. Two unusual trends in packaging were noted: one toward more frequent use of glass, and the other the rapid development of the frozen food industry.

Super markets are increasing and a general development of them is immediately ahead causing dealer disturbance in cities where they are opened.

There is a definite move in prospect to get rid of the Miller-Tydings Act in 1939.

Action on the Patman bill, providing a graduated federal tax on chain stores, is likely at the next session of Congress. Opposition to the legislation was urged.

Below cost selling bills have been introduced to establish a floor price binding on all below which merchandise cannot legally be sold.

H. J. Carr, vice-president of the Anchor Hocking Glass Co. discussed closures under four headings:

1. Why metal and molded closures are used on extract packages. The reasons given by users are: protection of the product; sanitary advantages; convenience to the consumer; sales and cost advantages.

2. Types of closures. Two types are used: screw caps made of plastics and metals and lug caps made only of metal. Metal screw caps are available in single and double shell types of either aluminum or tinfoil. Aluminum is the more costly but it resists corrosion. In the selection of a metal screw cap, thread construction is the most important single feature. All metal caps may be decorated in colors. A lug cap will not gum up or become cemented to the container even though the product is spilled over the finish of the bottle. High sealing and resealing efficiency is of the utmost importance.

3. Liners. The liner generally consists of a facing which is in contact with the product and the backing liner which insures sealing pressure. The facing liner must resist chemical action and penetration by the product; and for this tinfoil has been found most satisfactory. A synthetic vinyl liner is recommended for extracts containing fruit acid.

4. Services rendered by closure manufacturers. Art departments to make caps attractive, and the services of engineers, chemists, quality control men and salesmen with packaging experience are available.

TAXES—TWELVE TIMES COST OF ARTICLE

Dr. J. M. Doran, technical director, Distilled Spirits Institute, Washington, D. C., pointed out in an address on taxes that the flavoring extract industry is staggering under an insufferable tax burden. It is inconceivable for an article to be sold where the tax is twelve times the cost of that article; and yet that is the case with alcohol.

With the federal government divested of exclusive



Leland P. Symmes
President



Dr. Clarke E. Davis
1st Vice-President



John H. Beach
2nd Vice-President

power to regulate interstate commerce in intoxicating liquors by the 21st amendment, the states unleashed from this federal tie are resorting to measures which, regardless of necessity, tend to aggravate discord and at times reflect retaliation in policy, stated Capt. James P. McGovern, Washington, D. C., in opening a scholarly address on "Alcohol in Interstate Commerce."

In some respects, the amendment may become more dangerous to the chemical alcohol than the 18th amendment. This becomes more ominous in view of the provision in the liquor enforcement act of 1936 that the definition of intoxicating liquor as prescribed by the states shall prevail, the view of the Senate judiciary committee that the entire control of the liquor traffic had been turned over to the states, and the attitude of the Supreme Court that the states may now restrict and prohibit importations. Under these alarming conditions, it is of importance that the states should give full and complete recognition to alcohol as an essential chemical in science and industry by incorporating suitable provisions in their laws and regulations which will afford adequate protection to all legitimate nonbeverage users.

Alcohol in interstate commerce is still surrounded with difficulties; and serious legal complications and unforeseen obstacles may arise unless the integrity of alcohol as a chemical can be maintained. The battle must be waged on 48 fronts. Taxes must be paid but measures which impose needless restrictions on the distribution and use of alcohol for nonbeverage use can and should be stopped.

Section 13 title 3 has not expired with the 21st amendment, Capt. McGovern pointed out.

WHAT THE ASSOCIATION DOES FOR MEMBERS

A concrete exposition of the work that is being done by the association on behalf of the industry was graphically shown in the report of John S. Hall, attorney and executive secretary. The numerous informative bulletins setting forth important developments in the industry and many legislative bulletins sent to members were listed. In addition, legislative reports relating to discriminatory bills introduced in Congress and in the state legislatures were sent. A complete digest of all bills showing the general trend in legislative work was a feature of the report.

OLD METHOD OF FORESTALLING ENFORCEMENT OVER

Mr. Hall pointed out that the old line of attack regarding application, interpretations, and constitutionality of acts to forestall enforcement until a final determination by the courts is a thing of the past. Congress and the state legislatures, in order to accomplish speedy

tribunal determinations have written into acts, executive, legislative, and judicial authority to commissions and boards to make final determinations regarding the application and enforcement of acts. As a result, federal tribunals alone are considering and determining five times as many cases as the courts.

Another significant trend pointed out by Mr. Hall was the series of bills considered by Congress carrying into effect the intent and purposes of the old N. R. A. Among these were the Walsh-Healy Act; the Miller-Tydings Act, the National Labor Relations Act, the Robinson-Patman Act, the Wheeler-Lea Act, the Federal Food, Drug and Cosmetic Act, and the Wage and Hour Law.

Regarding the enforcement and administrative features of practically all of the foregoing Congress has delegated to the commissions, boards, etc., specific authority and broad powers to carry into effect the intent and purposes of the acts. For example the Norris-LaGuardia Anti-Injunction Act regulates, defines and limits the power of the federal courts in labor disputes and specifically sets forth that no federal court may issue an injunction in a case growing out of a labor dispute except in strict conformity with the act and its involved policy.

STATES BUILDING TARIFF WALLS

A danger specifically emphasized by Mr. Hall was the modern trend in the various states to build tariff walls. Thus, Louisiana provides that all food, drug and cosmetic products be registered and an annual license fee paid on each separate and distinct product imported into that state. If every state were to adopt a similar law we would become involved in tariff walls in the individual states to such an extent it would be hard to speculate as to what the future holds in store. He also cited the District of Columbia revenue act and Pennsylvania Insecticide and Fungicide law. In Mr. Hall's opinion such developments are in contravention with the Federal Trade Commission Act or the Sherman Act. In the brewing industry he pointed out that over six important states had adopted drastic and vicious control laws so it is almost impossible for any brewer residing within any one of the states to ship his products into the other five.

SUPER MARKETS INCREASING

The attitude of the grocery trade on the Robinson-Patman Act, according to an address made by Paul S. Willis of the Associated Grocery Manufacturers of America, is very favorable. It hits at quantity discounts; and the carload discount has been established as the proper discount.

Mr. Willis also pointed out that the self-serving super



E. Leidy Brendlinger
Secretary



Leslie S. Beggs
Treasurer



George H. Burnett
Executive Committee



George Armor
Executive Committee



John S. Hall
Executive Secretary

markets are on the increase and will become an important factor in distribution.

SUBSTITUTES FOR ALCOHOL—BUFFER ACTION

The solvent powers of various organic liquids for flavoring materials was discussed by Dr. J. G. Davidson of the Carbide & Carbon Chemicals Corp. Five specifications for an ideal solvent are: It must be an active solvent for the common flavoring materials; it must impart no odor nor taste; it must be non-toxic in the maximum concentration that could reasonably be used; it should be water soluble and cheap. The various solvents which have been proposed as alcohol substitutes were discussed; and the most interesting one, from all points of view, appeared to be the ethyl ether of propylene glycol. The government has not yet legalized the use of propylene glycol.

Buffer action was demonstrated by experiments by Dr. Arthur W. Thomas, professor of Food and Colloid Chemistry, Columbia University. A buffer resists a change in the acidity or alkalinity of a solution.

INDUSTRY-MADE LAW LIKELY

Standards of Food Value were discussed by Dr. Walter H. Eddy of Teachers' College, Columbia University, and director of Good Housekeeping Bureau.

Satisfaction with food flavor is a significant factor in controlling its digestion and assimilation. What food standardization is going to mean in the future under the Wheeler-Lea Act and the Copeland Act formed the theme of Dr. Eddy's address. He urged members to attend hearings that will come on standards for their products and for the documentation of the label or advertising claims they wish to maintain. He called special attention to 201N of the Copeland Act.

NEW MEMBERSHIP RECORD

A new membership record was established by the membership committee of which John H. Beach was chairman. The total number of firms added was 20, of which 10 were active and 10 associate. Five were former members. The new members are: General Drug Co., New York; vanAmeringen-Haebler, Inc., New York; Federal Pure Food Co., Chicago; Blackstone Products Co., Inc., New York; Morton Mfg. Corp., Lynchburg, Va.; Bowman Bros. Drug Co., Canton, Ohio; Barg's, Inc., Biloxi, Mass.; Limpert Bros., Inc., Vineland, N. J.; Frank Tea & Spice Co., Cincinnati, Ohio; Richey's Tasty Foods, Kansas City, Mo.; Arthur A. Stilwell & Co., Inc., New York; Wood & Selick, New York; Paisley Products, Inc., New York; J. L. Hopkins & Co., New York; S. B.

Penick & Co., New York; S. Gumpert & Co., Ozone Park, New York; World's Products Co., Spencer, Inc.; John N. Hickok & Sons, Brooklyn, N. Y.; A. C. Drury & Co., Inc., Chicago; Wodhams & Co., Inc., Portland, Ore.; Trubek Laboratories, East Rutherford, N. J.; and Jason S. Kent, New York.

UNIFORM COSTS

The importance of uniform costs including account classifications and simplified methods as principles fundamental and as a means of promoting and protecting the business interest of the industry was emphasized in the report of William A. Karl, chairman of the cost committee. Classifications of accounts were suggested.

TRADE RELATIONS WORK

In cooperation with the food authorities of many states and with ten trade organizations, the Trade Relations Committee accomplished much useful work for the industry. Dr. Clarke Davis, chairman, in his report told what had been done to release impounded merchandise held for mislabeling in New York City. Later agreement was reached holding that restrictions on certified colors do not apply to carbonated beverages; that citrus flavored beverages may contain certified color as also may citrus extracts; that the use of certified colors be designated on the label or crown and that pineapple be dropped from the classification of citrus fruits.

The new vegetable source vanillin made directly from coniferous wood by the Salvo Chemical Corp. and the Marathon Co., both of Rothschild, Wisc., was described by V. Drake of the General Drug Co.

NEWER AROMATIC CHEMICALS IN IMITATION FLAVORS

As the use of imitation flavors has increased, more attention has been given to the problem of better raw materials. J. M. Wenneis pointed out in his paper on the use of new aromatic chemicals in imitation flavors.

Only recently, acetals have been used in flavors. Their flavor is weaker than the corresponding aldehydes but they do not change. Moreover, the original aldehyde is regenerated by weak acid solutions. Hence, in products like gelatin desserts and summer drink powders, the use of acetals is an advantage.

The glycidates were also examined and a blackboard demonstration with graphical formulas showed the various reactions. Mr. Wenneis also pointed out that recent progress in hydrogenation has led to modification of many of the well-known aromatics.

VANILLA BEAN OUTLOOK DUBIOUS

The outlook for the Bourbon crop of vanilla is dubious, reported Dr. B. H. Smith who conducted a symposium on Essential Oils and Vanilla Beans. The total crop this year is about 300 tons. The previous crop was 500 tons, of which 200 came to the United States. As a result, prices will be firm.

The political situation in Mexico adds to the usual uncertainty of that source of supply. Extract manufacturers, Dr. Smith felt, should be covered on vanilla beans for eight or ten months ahead. To encourage increased use of vanilla, beans should be kept down in price to \$3.50 or less per pound. Above this, the price of extract must be raised and this stimulates the use of substitutes.



J. Dale Dilworth and John Dilworth through whose courtesy a party inspected the Salem Glass Works. Later the Dilworths entertained the group at their hunting lodge with refreshments.



The banquet—just before the Governor of Maryland captured the party with his brilliant address

Vanillin, as a related compound, is lower in price due to its new production from coniferous wood.

The lemon oil market is firm. Italy has placed restrictions on production but California producers have come forward with lower prices. American citrus oils are being exported in increasing quantities. Orange oil prices will be reasonable due to good crops in California and Florida. On account of the war in China, requirements for anise and cassia oils should be arranged for.

F. T. Dodge, president of the Dodge & Olcott Co., who has just returned from Europe, reported that the total Bourbon production of vanilla beans was about 370 tons. Naturally, the market is strong and therefore he urged manufacturers to cover unless they have enough on hand for eight or ten months. There is no disposition on the part of dealers to advance prices.

F. Huber reported that there will be a good Mexican crop next year. Chester Smeltzer, M. Cortizas, and E. S. Buckley also took part in the symposium.

EXPERIMENTS WITH OLEORESIN VANILLA

Oleoresin of vanilla, Dr. John Glassford pointed out in his paper on that subject, is called an oleoresin only because it has the same semi-solid consistency. Of its constituents, the only one we are sure of as contributing to the flavor is vanillin. Six commercial oleoresins were tested against a regularly percolated vanilla extract on an even basis and none were equal in strength and quality of flavor to the latter.

RAILROAD CRISIS MAY DEVELOP IN NOVEMBER

There is an effort under way at the present time on the part of the trunk line associations to cancel various commodity rates. If carried through, they might return flavoring extracts to their original first class rating, John A. Handy, chairman of the transportation Committee reported. He pointed out that a railroad crisis may develop in November.

SCIENTIFIC RESEARCH

The important work that is being done by the association in the field of research was outlined by

Charles Purcell, chairman of the Research Committee.

The use of substitutes for alcohol or glycerine in flavoring products was discussed. Propylene glycol is regarded with suspicion by the Administration, in spite of the belief that it is not as toxic as the other glycol products nor more so than glycerol or ethyl alcohol. The committee urged the continuation of the search for some substitute for alcohol.

A new test for the identification of ethyl vanillin in the presence of vanillin is now under examination.

VISIT TO SALEM GLASS WORKS

After the convention, a party of about sixty made a trip by automobile to inspect the plant of the Salem Glass Works, as the guests of J. D. Dilworth, director of the Salem Division of the Anchor Hocking Glass Co.

Afterward, at Supawna, the hunting club of J. Dale Dilworth, the party enjoyed the hospitality of the owner.

GOVERNOR OF MARYLAND BANQUET GUEST

By official decree, all men appeared at the annual banquet dressed in becoming and comfortable summer attire, which, blending with the colorful gowns of the women, presented a picture of gayety and liveliness when the guest speaker, Gov. Harry W. Nice of Maryland entered the banquet hall with Mrs. Nice to the music of "Maryland My Maryland." A rising tribute was paid to the governor.

At the conclusion of the banquet, President George Armor, the toastmaster, introduced his lifelong friend, Gov. Nice. Gov. Nice immediately won the regard of the audience by his brilliant address in which, partly serious and partly in fun, he aptly outlined characteristic of President-elect Leland P. Symmes, William F. Meyer, President George Armor, Dr. Clarke Davis, John Handy, E. L. Brendlinger, and John Beach.

At the conclusion of the governor's address, the audience was kept at a high pitch by an alleged broadcast from President Roosevelt to the association in which the unseen broadcaster imitated the chief executive's voice with marked skill. The [Continued on page 72]

ARE SPECIAL SALES DYNAMITE?

by MARY LEE GOODMAN

DURING the last few years there has been a decided trend toward "special sales" in the cosmetic industry. Loud protests have been received from a number of manufacturers. They claim that reduced prices on cosmetics, for any reason whatsoever, is suicidal to the industry, and that if the practice is continued, manufacturers may find themselves without any business at all.

One executive of a large house was particularly bitter. She claimed that every woman, be she society matron or housewife, shopgirl or debutante, is unconsciously a bargain hunter, and is likely to take advantage of every sale she sees. The consumer, instead of purchasing cosmetics as and when she is ready to use them, stocks up at special sales and then waits for another "special." Should she run short, she just goes to another "sale."

What does the manufacturer get out of these sales? New customers? Hardly. Since women tend naturally to buy on price they easily fall into the habit of watching for special sales. Consequently they *get out of the habit* of purchasing toilet goods at regular prices.

THE PERFUMER INVESTIGATES

In order to determine how this trend toward special sales has developed, *The American Perfumer* made a careful study of the situation and presents here the results of its investigation. It was felt that manufacturers who sponsored these sales should have an opportunity to justify their policy. After all, they no doubt have sound reasons for this type of promotion. Many of them were glad to discuss the matter. What they have to say may prove informative to those who are strenuously opposed to "special sales" as such. At any rate, it clears the atmosphere by presenting the other side of the picture.

We are all aware that conditions are continually changing and new methods of business procedure must be adopted. New methods frequently go through an evolutionary process before they establish themselves as foolproof. Every manufacturer who offers his merchandise at a reduced price for a limited time has some sound plan for his action. Some firms have confessed that their "special sales" were held merely because their competitors were offering specials, and claimed they actually could not see any real advantage from them. Little more can be said for such "follow the leader" tactics, but the firms that have sound reasons for their policies presented a case to us on "special sales" which must be given consideration.

PAVING WAY FOR FRESH STOCKS

Perhaps the best argument presented for special sales is the fashion angle where the same problems crop up as confront ready-to-wear houses. During the last two or three years all of our large manufacturers have sponsored fashion cosmetics for different types of women, for evening, for daytime, for dining, for bathing, etc., etc., as

well as numerous new creams and lotions for warm weather, for cold weather, for windy days and for sun scorching days. Naturally, it is necessary for such concerns to carry a large stock of merchandise.

Now what to do at the end of the season with all the seasonal items? Let the stores return them for credit? After standing on the shelves for several months, packages will become soiled and shopworn, and no one will deny that re-packing is expensive. What better way therefore to reduce inventories than by offering the merchandise at a reduced price? Just as the ready to wear departments run sales to clear out their seasonal apparel, just so have these manufacturers also found it advantageous to reduce their stock at special prices.

Thus the manufacturer is able to stock department stores with his new seasonal merchandise, the toilet goods department has an opportunity to peak sales, and the consumer gets a bargain. Many women who willingly use unbranded creams and cosmetics will gladly try a nationally advertised product if they can get it at a special price.

SALES ARE BUSINESS PRIMING, SAY SOME

So much for the large firms that are selling their products from the style angle. Concerns that are unable to tie up their sales with fashion also present logical reasons for running sales. It cannot be denied that the depression has affected this industry, in spite of the fact that cosmetics are no longer classed as luxuries. One executive explained, "Our overhead, during good years and bad ones, is the same, and in order to avoid dropping part of our staff, we find that these sales have helped us over a bad period. We have been able to continue our factory at regular time, and I am pleased to say that we have made a little money too. Of course we realize that when times are better, it may be difficult to break away from this practice, but we will let the future take care of that. We want to stay in business now, and we find that these sales have made that possible."

Another manufacturer called these sales a necessary form of business priming. "I believe it furnishes an incentive to women living on a limited budget," he explained "to purchase better creams if they can get them at reduced prices and although the manufacturer cannot make much money on these sales, he does make something."

PART OF ADVERTISING, SAY OTHERS

"We consider these sales a part of our advertising," pointed out one manufacturer. "We have a certain amount of money to spend on promoting our products, and instead of putting our entire budget in newspaper and magazine advertising, we find it advantageous to run a sale occasionally with its resultant publicity."

Another manufacturer ex- [Continued on page 78]

The Particle Size and Stability of Emulsions

THE stability of an emulsion is probably its most important and desired property. An emulsion may have very unusual and original dermatological requisites. If the product, however, does not stand up, this very same beneficial action may be completely checked, in fact application may produce undesirable effects, as hyperemia of the skin, etc. The separated fat- or oil-phase may interfere with the free evaporation, whereas in the emulsified form, blending naturally with the relatively moist skin surface, the fats not only do not hinder its normal functions, but acquire the highly important properties of carrying medication through the unbroken skin.

BREAKING DOWN OF AN EMULSION

The breaking down of an emulsion can fall in one of two definite classes: 1) Complete de-emulsification. 2) Expulsion of a part of one of the phases. The first phenomenon shows itself in the formation of clear separate layers of the different phases, the lighter phase floating on top of the heavier one. De-emulsification is in most cases due to wrong formulation; that is, the wrong emulsifying agent; or the concentration of the emulsifying agent is too low, or the pH of the emulsion is too high or too low, thereby inhibiting the protective action of the agent. Antagonistic surface-active agents may also have been incorporated in the formula, a substance incompatible with the agent may render it inactive, etc. It would be easy to mention examples of all the above. There is something wrong at the dineric interface, which permits the dispersed tiny spheres to break through their protective diaphragm and to coagulate together into a continuous phase.

In the second class mentioned above, the breakdown is of a different nature. No de-emulsification takes place, but the apparently stable emulsion begins, for instance, to eject slowly part of the continuous phase. In an emulsion of creamy consistency some form of syneresis takes place, while in liquid emulsions, (which we have mostly in mind in the following pages) a supernatant emulsion of pronounced stability forms above a more or less transparent lower layer of the continuous phase, given the latter has a density higher than the disperse phase. This effect is generally due, not to wrong formulation, as in the case of de-emulsification, but often to wrong technique: method of emulsification, temperature, apparatus, etc. The forces at the dineric interface are sufficient to keep the droplets from breaking through the tight film, formed around them, as a result of the difference in surface tension at the boundary.

AVOIDING DE-EMULSIFICATION

De-emulsification can generally be avoided through

* Technical Manager and Chief Chemist, Pinaud Inc.

proper experimentation and development, by one skilled in the art, and should be no problem for the competent chemist. Not so, however, with the second problem, often called creaming. Emulsions which seem perfect in formulation, will in time begin to cream, baffling the most experienced; and creaming eventually may lead to de-emulsification.

It is sometimes stated that creaming is due to insufficient high viscosity of the external phase, or too great a difference in the densities of the two phases, or both. This is fundamentally untrue. I have made emulsions which are now almost two years old, and still perfectly stable. This was accomplished without any artificial increase of the viscosity of the outer phase (water phase) through addition of thickening agents, as gums or sucrose or glycerine; nor artificial equalization of inner and outer density. Of course, it follows from Stokes' law, that increase of viscosity as well as equalization of the densities of the two phases hinders creaming, but the effect is only a retarding influence. It takes longer for the lower transparent layer to appear or to increase to a certain thickness, but the system is unstable and has not been stabilized through greater viscosity; and equalization of densities disappears with changing temperatures, because of unequal thermal expansion of the two phases. In fact we will later see that an increase in viscosity might not be so desirable after all.

STABLE EMULSIONS

What is necessary to make the usual emulsion system fundamentally stable, granting that the formulation makes stability at all possible? To answer this question it is necessary to realize that a stable emulsion is a system in reversible static equilibrium. If a tall cylinder with a liquid emulsion which has been shaken vigorously is left standing, the small globules of the inner phase will at first be equally divided in the entire column: in every plane the ratio of internal to external phase will be the same. As the influence of the gravital force makes itself felt, however, the globules of the disperse phase will slowly begin to rise, increasing the ratio of the upper planes and decreasing it in the lower planes of the liquid. In a stable emulsion however, a permanent regime is soon arrived at. This equilibrium is disturbed through mechanical or physical influences but it will be restored if these influences are halted. Throughout the column the original distribution of progressive increase of the ratio, from lower to higher layers, will be the same as before.



By HENRI COUTINHO*

The cause of this phenomenon is as follows: the equilibrium is the result of two antagonistic forces, the buoyancy of the inner phase globules, which pulls them constantly upwards and the diffusion due to the Brownian movement which scatters them incessantly. In every plane as many globules will diffuse toward the lower ratios, as will rise to higher ratios.

RATE OF DIFFUSION

It is now evident that the more energetic the diffusion the more stable the emulsion will be.

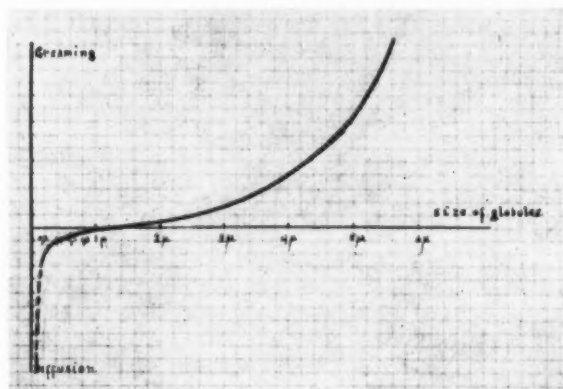
Since the diffusion of the globules is due to the Brownian movement all factors which enhance this violently irregular and eternal molecular agitation, also increase the rate of diffusion. The Brownian movement (and indirectly globule diffusion and *emulsion stability*) increases with the temperature, but decreases with the size of the globules and the *viscosity of the outer phase*. (This is contrary to the generally accepted belief: in fact, the *right viscosity* of an emulsion is more important than a *high viscosity*.) From the foregoing it is evident that the size of the globules, forming the disperse phase, is the pre-eminent point in emulsion technique. As the size of the particles diminishes, the Brownian movement, and therefore the rate of diffusion increases extraordinarily rapidly.

DEMONSTRATING ANTAGONISTIC FORCES

The above described phenomenon of the antagonistic forces of gravity and diffusion can be demonstrated with careful experimentation. A simple three phase emulsion (for instance, the mineral oil, distilled H₂O and triethanolamineoleate) is made by gradually adding the oil phase and shaking intermittently after each addition (Briggs Method). This method gives emulsions of which a size-frequency analysis generally shows that a large amount of the oil phase is indeed very finely dispersed. The emulsion is then through fractional centrifugation, first separated in four fractions. Take the middle part (about 1/4) of every one of the four fractions and dilute with distilled water to the original volume. Shake vigorously and again through fractional centrifugation separate each into four new fractions. The middle part of fraction 1, 6, 11, and 16 are diluted again to the original volume and well shaken. Then with a pipette, similar to the Donnan drop pipette, these fractions are carefully superimposed in narrow cylinders on oleate solutions of the same concentration as the final diluted fractions. If the fractional centrifugation has been skilfully performed, fraction 1, and to a lesser degree fraction 6, after standing, will show contraction of the dispersed phase, fraction 11 will not have changed perceptibly, while fraction 16 will actually show expansion.

In the first two cases the diffusional force of the rather large sized particles was not strong enough to overcome the gravital force. In fraction 11 theoretical equilibrium exists between the two antagonistic influences and the size of the particles will often be of the order of about one to two microns¹. While in the last one (fraction 16) because of the violent Brownian movement of the extremely fine particles, the influence of gravity has completely yielded to that of kinetic motion. For the experienced chemist, who in and out of season during his daily work has become used to constantly fighting gravital apparation, there is no greater emotion than actually

to witness a disperse system "*de-creaming*" and this is what really takes place in fraction 16. Superimposing all the 16 fractions and plotting the sum of the diffusional (negative) and the gravital (positive) forces against particle size, a curve is obtained as in the following graph:



INFLUENCE OF PARTICLE SIZE ON CREAMING

The curves above and below the abscissa are not of the same mathematical design. Frictional resistance in the liquid, being a function of particle size, is an *increasingly* retarding influence above, but a *decreasingly* retarding one below the abscissa.

I have tried the possibility of using such graphs for practical routine size-frequency determinations of emulsion batches in actual production. This was done by comparing the gravital separation speed (under the same conditions) with the chart of that particular emulsion and so determining the average size number of every production batch². Unfortunately, the results are not as yet entirely satisfactory because the usual technical emulsions are far from being mono-disperse systems, also of consequent agglomeration and conglomeration (more of which later) of the dispersed particles, thereby affecting the resultant of the two forces.

ENHANCING STABILITY OF EMULSION

The stability of an emulsion, depending on the degree to which the diffusional force is able to counterbalance the gravity separation, will be enormously enhanced by a favorable size-distribution, one where the frequency of the smallest diameters is predominating. This can be obtained in two different ways, vis. mechanically or physico-chemically.

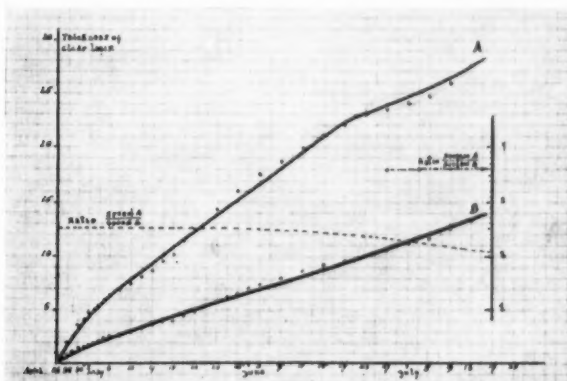
Under the first method fall the different stirring, or shaking or sharing devices, most efficient of all the homogenisers, etc. For instance, when milk is forced through such an apparatus at pressures over 200 atmospheres the diameter of the globules of dispersed fats are reduced to as much as one hundredth of their original diameter. The emulsion becomes so highly stabilized that it can no longer be churned into butter and centrifugal separation becomes difficult. These methods increase enormously the viscosity of the system, due partly to the much finer dispersion, but mostly to the forming of a new air-medium emulsion. If the air is completely absent increase in viscosity is considerably diminished.

Beside mechanical methods, which lead to marked stabilization as result of an enormously exalted Brownian movement of the extremely reduced particles, and consequently much enhanced diffusion, (not through higher vis-

cosity), similar results may be obtained through including in the external phase small amounts of a common solvent for the disperse and the emulsifying phase. These substances, while endeavoring to correct the immiscibility of the two phases, produce surprisingly finer dispersions in the continuous water phase. Outstanding examples of such substances are among the monoethylethers of diethyleneglycol and (in some lesser degree) of ethyleneglycol, also their monopropyl and monobutylethers. Diacetonalcohol and similar compounds are others to be mentioned. The peculiar effect of these substances when properly used is not generally realized. This type of product should, however, not be confused with the true dispersing agents.

IMPORTANCE OF PARTICLE SIZE

This leads us to the final point of the discussion of the importance of particle-size in stable emulsions. Let us assume that a theoretical mono-disperse emulsion has been produced with all the particles having such small diameter that the effect of diffusion exceeds that of the gravital force. It would be then impossible for such a system to develop the supernatant emulsion mentioned above, or in other words, emulsion could *never* cream. This is however not the case. The kinetic motion of the globules will result in frequent collisions. They will begin to clot, forming aggregates and, as the mass of these clusters becomes bigger, their Brownian movement decreases rapidly. Their rate of diffusion therefore is considerably reduced, they begin to rise and creaming occurs. Once the globules have clotted to aggregates, in size of say five microns and over, the movement stops practically altogether and separation occurs rapidly. An acceleration effect is noticeable as the relatively giant clumps distort the perfect irregularity of the agitation of the still single globules. As these clumps travel upward, they annihilate the downward part of the movement of the single globules, practically chasing these before them. Several experimenters have found that because of the clotting effect, creaming occurs more rapidly in wide cylinders than in narrow ones. Though this is true, I have found that the ratio of the gravital separation rates in two columns of differing diameters but of same height, is considerably smaller than the ratio of their surfaces⁵. For instance, where this ratio was 3.6, the ratio of rates of separation had a constant value of about 2.5 for several weeks, after which a slight decrease began to take place as shown in the chart below:



GRAVITAL SEPARATION OF EMULSIONS

The influence of the larger circumference (friction against the walls of the cylinders) was negligible.

Considerable research has been done to find a way to overcome clustering, which so pronouncedly affects the diffusion phenomenon of otherwise stable emulsion systems. This has led to the development of groups of dispersing agents whose functions are to keep dispersed in the continuous phase the finely divided and small globules which form the internal phase. To one group of these agents belong for instance, the salts of sulphonic acids of the alkylaryl type. These are not emulsifying agents (nor wetting agents). In fact they seem to lack the type of surface activity of the latter.

Though the action of dispersing agents is not yet clearly understood, it seems that they give the individual particles some kind of repellant electrical charge, reducing their tendency to agglomerate, or affecting their cohesional forces, thereby making collision improbable or without any consequence.

It has never been proved that increased viscosity actually will avoid creaming. (There are some definite experiments in the literature claiming exactly the opposite.) It is a curious fact, however, that dispersing agents *lower* the apparent viscosity. This seems logical because, while a higher viscosity may slow down the free travel of the clusters of particles, it would also hinder the redispersion of colliding globules.

DISPERSING AGENTS

Dispersing agents should not be confounded with so-called "auxiliary emulsifiers", if such substances really exist. Included in an emulsion some of these compounds, generally insoluble in the water-phase but possessing hydrophile polar groups in their molecular structure, seem to retard separation, but they would have to be classified rather in a group with regular emulsifying agents.

Dispersing agents have a definite function: they are *not* able to reduce the particle size in a formed emulsion; they cannot break down the internal phase in smaller entities. But once reduced to microscopical size, they keep them separated and dispersed. They are generally specific and their action is sometimes disturbed by other surface active substances present in an emulsion. Most known dispersing agents, even in their very pure state, call for some investigation of their action on the skin, before their free use in cosmetic preparations can be recommended.

The research for new and unusual surface active substances has been recently so extensive, that I venture to say it probably will not be long before the gravity separation of well formulated emulsions will be a thing of the past.

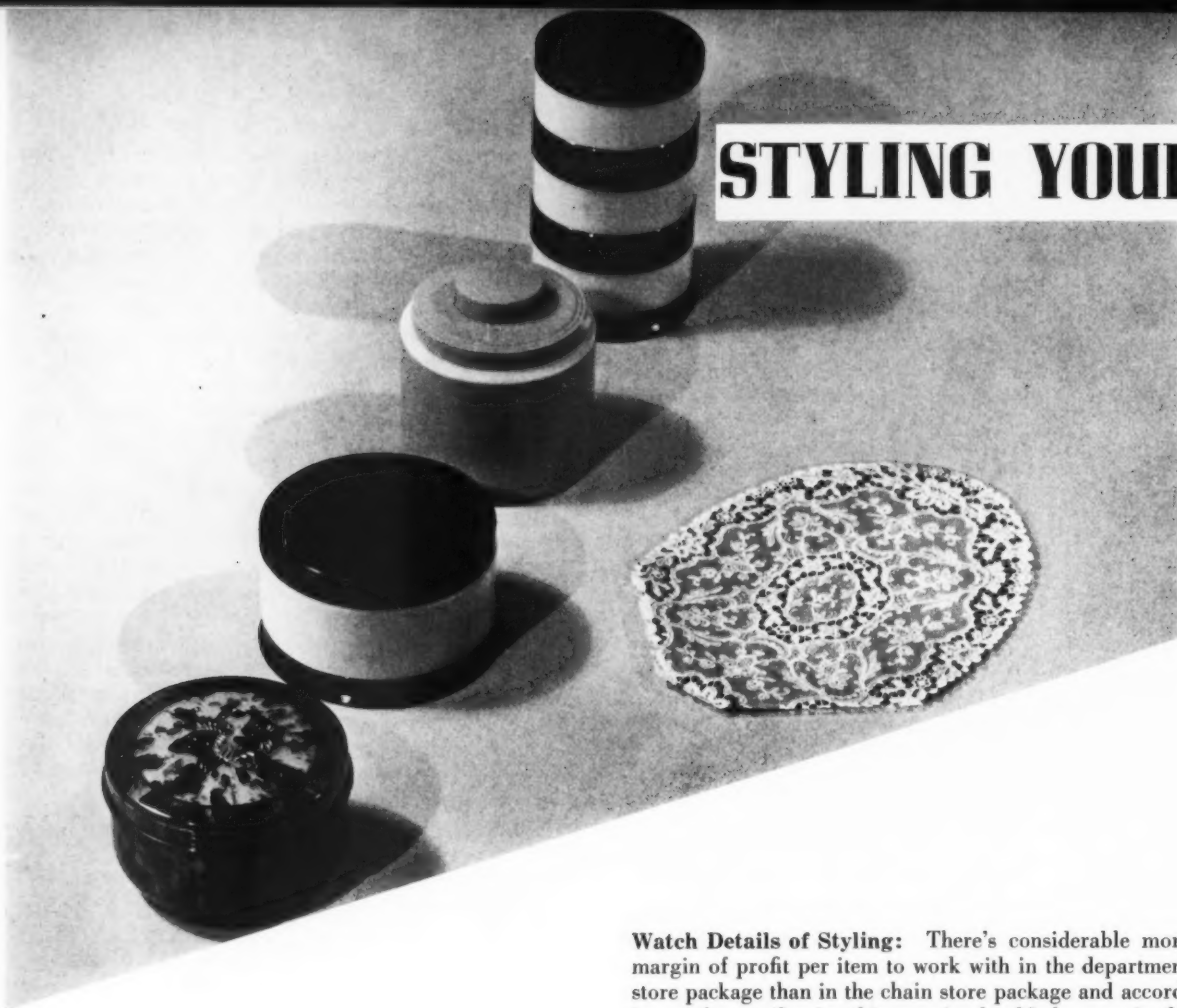
¹ Depending on the absolute density of the disperse phase.

² Comparison was actually speeded up through centrifugation at a constant number of r.p.m. during a set period of time.

³ This can be explained mathematically.

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 Wiegner: *Kolloid Zeit.*, 13, 105, 116.



STYLING YOUR

PACKAGING for the department store has many interesting advantages—it also has plenty of unexpected problems. Let's take a look at the bright side of the picture first. Of course, in discussing so wide a field as department store packaging we can't waste any time on the too-too-precious products whose dilettante manufacturers soulfully claim they "really don't want volume—just a handful of prestige customers." I've actually heard them say it, and probably you have, too! Maybe they even mean it. However, they don't represent the heart of the cosmetic business and their packaging problems will have to be solved in their own precious way.

The "Plus" at the Counter: Whether your line is sold by demonstrators, p.m. girls, or run-of-the-mill store salesgirls, the fact remains that the customer expects Service—and with a capital S—at the department store counter. This doesn't indicate that you can skimp on your direction copy for the label or cut the description of an unusual product down to a pair of words. It merely means that you can consider the counter work a plus—don't expect somebody's else demonstrator to give it the sales build up that you would like. Those things just don't happen—so get all you can into your own package and on your own label; condensed, succinct, but a definite sales story. Reiterate it on the outer package, counter card, and display.

Watch Details of Styling: There's considerable more margin of profit per item to work with in the department store package than in the chain store package and according to the retail price this margin should show up in the way of finer quality packaging, more care and more attention to the little details of styling. "Luxury looking" packages are not the modern aim. Women do not want to feel they are putting good money into the same elaborate jar and bottle (unless it's perfume) every time they repeat on the product. But they are getting hypersensitive to good styling. It's really quite enlightening when a consumer jury picks a package apart. They have a lot more sense about it than you would imagine.

Build Authority Into Your Package: Sometime ago, I talked a lot about building "authority" into your package. Now is the time for *that*. Women need that kind of package authority to help them decide between the dozens and dozens of products, as to just which one they will select for themselves. So make your package convey the feeling of dependability and reliability—in short *authority*. This mustn't be so obvious as the old patent medicines with the drugstore "R." It must be subtle, intangible and at the same time arresting. It comes through the appropriateness of the packaging and the feeling of security in knowing it would do the job claimed for it.

Special Sales Need Not Be a Hazard: In addition to the excellent bottles and jars, caps and labels at the disposal of the cosmetic manufacturer, there are new slants on packaging cropping up almost every day. There are also new merchandising problems to be met and oftentimes packaging is one of the channels through which they can be best approached.

Many manufacturers are getting in the habit of these

PACKAGE FOR DEPARTMENT STORES

by RUTH HOOPER LARISSON*

"special sales" and "special offers" . . . a two dollar cream offered at one dollar for anywhere from a month to three months . . . discontinued perfume numbers are virtually auctioned off. . . . These things leave a mixed reaction in the consumer's mind. Sometimes she wonders if she should *ever* buy that cream at the list price of two or three dollars or if she should just wait for the next sale—or better still, buy at some other sale in the meanwhile. If she's able to buy a five dollar perfume for two fifty from manufacturer "A" why should she pay five dollars for his other perfumes? It seems that one of the best ways to prevent this negative reaction would be always to have special sizes for these special sales even though it adds slightly to the cost. It is also significant that many companies which do not make these special offers go merrily along by featuring something good and convince women they are getting their money's worth. But if you think you must have special sales do it in such a way it will not jeopardize your standard numbers.

Let's say the "special" on cream, list price of three dollars, is a two ounce size. One ounce at one dollar would be bargain—three ounces at two dollars would be a bargain. And that special size would be reserved for "special sale" use only. Put something on the label to indicate it is a special sale only and justify your offering it at that price. Women are getting in the habit of buying in special sales and consequently they buy your cream this month because it is special and someone's else cream next month and so on. It's bad business, any way you look at it. Oh, yes, I know the answers to that! The buyers are clamoring for sales merchandise—you want some quick, sure profits—but what about next year? You're probably getting yourself into the sales item business without so much as realizing it—and it's unhealthy.

The Product Goes Faster Through a Spray: Now back to packaging. There are some very interesting sprayers, suitable for body products such as colognes, toilet waters,

friction rubs, etc. which are businesslike and don't get out of order. Besides, they are inexpensive and practical. A generously sized attractive bottle with a simple plastic cap is the beginning of such a package. Put it in an inexpensive but smart box and include a sprayer. Small perfume atomizers are not large enough nor suitable for this particular type of product. Women who want to spray the whole body want products that won't cost too much in the first place and which they can use with ease and speed. Incidentally, since so many women are reducing these days, try an alcoholic spray with at least 40% camphor to be applied after exercising. It tends to tighten the skin and help tone it back to its former tenseness and elasticity. These sprays can be worked out in a variety of ways for different products of this type, and in conformity with the bottle to be used. One last word of warning—don't select a bottle so large that it is clumsy to handle and easily broken. Eight ounces is about a good average size but it should be designed for easy gripping as well as being a decorative addition to the bathroom.

Hitting the Plastic Trail: Plastic packages, such as the ones illustrated, come of a famous pedigree and are worthy of the finest department store line. The multiple product package for instance, is now available to all manufacturers and I hope it will become as standard as opal jars. Just be sure the plastic moulder knows what products are going into each compartment so that the correct compound will be used. This is essential for your own peace of mind as well as for the moulder's. Illustrated is also a series of sizes in one of the most attractive plas-

* Campbell Ewald Co., New York.



tic jar designs we have ever had on the market. The use of two colors is made possible by an ingenious construction. The shoulder which is white in these samples, is really an extension of the inside cavity. The color on the outside is a separate but attached shell. Incidentally these colors are particularly clean and fresh, and today, virtually any shade you want can be procured in plastic.

Now, take a look at the simulated tortoise shell powder box (or cream jar). While this is not available in a stock mould, as it is the private design of a compound manufacturer, it is so beautiful I wish someone could lure it from its exclusiveness and get it on the cosmetic counter! This shell effect would be perfect for a handsome brown leather traveling case as the outer package on all the cosmetic containers.

Notice also the two powder boxes, one large, one small. These are stock numbers and available in any colors. The same interesting construction has been carried out in these which allows for considerable variety in color selection and the effect to be obtained. One has the black top and base and yellow body while the other reverses the combination, giving an entirely different appearance.

Novelty Always Engages Attention: There are two tiny little plastic gadgets, one of them echoing the multiple possibilities of the large blue and white container. In fact, this little trick actually holds three products. For instance, eye shadow in the base, a few dabs of powder in the next cavity and a bit of cotton saturated with perfume at the top—or use it for sampling purposes.—The tinier one would be useful for those products which call for only a very small package—eyelash cream, etc.

Shaker Powder Boxes in Plastic: Last but not least is the medium size plastic jar with what appears to be an additional container perched on top. It can be an additional cavity, or it can be the cap concealing the sprinkler holes through which face or bath powder can be shaken out. This would also make an ideal container for finely pulverized meal or powdered face packs and masques.

Make These Stock Numbers Your Own: While these are all stock containers (with the exception noted) you can have little changes made which will give your own

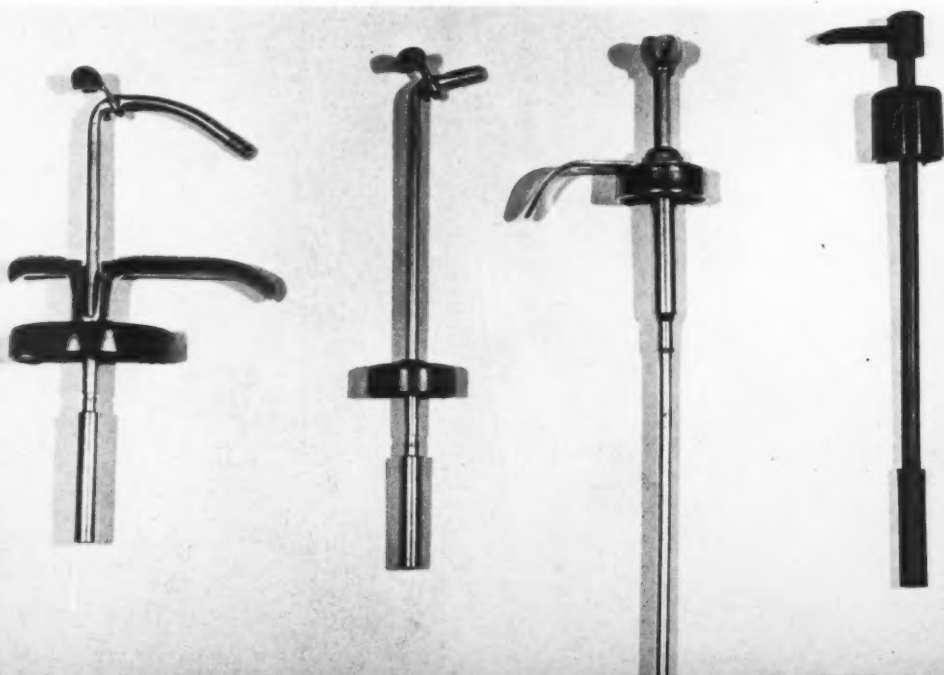
jar or powder box so much individuality that it will not in any way be confused with another line. A trademark, seal, or decorative motif on the top, either raised or incised, will convey the distinction. If you want to label these jars be sure you are using the right kind of labeling mucilage for plastic. And remember that decalk is one of the less expensive ways of making the label appear permanent.

And don't forget that if you are using fairly large size plastic jars and asking three dollars or more for your product, you will be on the safe side if you do your repeat business with simple shells which can fit right down into the more elaborate jars. Women just won't throw these jars away and at the same time they don't like to see them accumulate—they haven't room for flocks of empty jars and their reaction is to change to some other product.

Caps Have Gone Transparent: Before we leave the subject of plastic, which is so very appropriate in its finer variations for the department store counter, take a look at the interesting transparent bottle caps. There's a lot of eye appeal in them and plenty of products on which they would be most appropriate.

A Dash of Lace: Here's something else which cosmetic manufacturers can do a lot with in the way of making very gay but inexpensive packages. There are some simulated lace doilies in cellophane on the market copied accurately after famous old laces. Of course we all know they are used for table service and similar types used in candy boxes—but why not use these to cover powder box drums giving a clearer view of the powder amidst a lacey and very feminine background? Also, why not have the manufacturer make lace up in sheets for wrapping purposes? Think what interest and allure it would lend to cellophane wrapped packages? A few of these are illustrated with the plastic containers, and when you examine them carefully you are impressed with their superlative faithfulness to the originals. Sometime ago I spoke of labels made from a lace design printed on cellophane and since I've been examining these I'm more sure than ever we should ride high into a lace and cosmetic era.

Different styles of sprayers for toilet waters, friction rubs and similar body products which will add a practical note to the package



desiderata

by MAISON G. DE NAVARRE

■ **HYDROGENATED FATS** Publication of Baglioni and Famioni's results of experiments indicates that hydrogenated lard and whale oils are superior in influencing growth, nutrition and survival to ordinary unhydrogenated fats. Now then, that sort of upsets the "untreated" oil claims of some cosmetic manufacturers. For some time it has been known that hydrogenated fats are useful cosmetic ingredients, and it may not be long before they are a common ingredient of many preparations. We now have some useful hydrogenated lards and vegetable oils available to use if we want them.

■ **OZONIZED OILS** Ozonized olive oil and other vegetable oils, possess slow acting antiseptic properties. The ozonized product is usually just as safe insofar as toxicity is concerned, as is the untreated material. It will be wise to watch the development of these new materials.

■ **CARBITOL NOT TOXIC** It was a brave gesture on the part of Breon Co. to come out and say that they have used carbitol up to last November (about the time of the poison elixir scandal). During the seven years of use, no adverse reactions have come to the attention of that company. It is hypothesized that the lower hygroscopicity of carbitol compared to ethylene glycol may be a reason for its safety. The company continues testing carbitol on rats for further proof.

■ **CONSULTING CHEMISTS** The *Givaudanian*, that unusual house organ emanating from one of the aromatics supply houses carried a paragraph in a recent article for which all consulting chemists should send in words of praise and appreciation. Reads the paragraph in part, "When a consulting chemist advises a manufacturer that he may safely proceed on a certain course and any one questions the manufacturer's product or claims, the chemist can

always be relied upon to come to the rescue and there need never be any reason to keep the chemist's name out of it because of professional ethics. On the contrary, there would be precious little left of the chemist's ethics if he failed to substantiate the evidence upon which the manufacturer proceeded." Truer words were never spoken, Editor Kunz. As a member of the clan of consultants and on their behalf, please accept our unreserved thanks.

■ **PRESERVATION** Recent reports from California prove that concentrations of alcohol as high as 22% are not sufficient to preserve solutions containing organic substances. Ordinarily, it has been the practice to use from 12 to 17% alcohol, and consider the preparation sufficiently preserved for ordinary use. Therefore, to be sure that your product will not mold or ferment, add some other preservative, some of which are mentioned in the *Bulletin on Antiseptics and Preservatives*, available free from *The American Perfumer*.

■ **LOTION SOLIDIFIES** One manufacturer was making a calamine lotion to which he wanted to add salicylic acid for a mild peeling action. Every time he put the stuff together, the lotion solidified a few days after it was made. What to do? Analysis disclosed that chemical reaction had taken place between the zinc oxide of the calamine and salicylic acid. Further investigation showed that a possible basic salicylate of zinc was probably deposited on the particles of calamine thus cementing them together. How to prevent it? No way we know of. So we told him to leave out the salicylic acid or to start with a zinc salicylate.

■ **DENTAL CARIES** A few months ago this column mentioned an article by a Dr. Bol in which the Doctor claimed that soap was the cause of dental caries, when used in tooth paste and powder. Quite a few people wanted the source of this data

and we thought others might be interested too, so here it is: Results of *Cleaning the Teeth*, by J. Bol, *The Lancet*, July 24, 1937, p. 235.

■ **THE COMING THING** About this time last year, the fastest comer was the facial cleansing pad. This year it is the powder cream. For some time this column has suggested cream as a powder vehicle, inasmuch as most of the skins using cosmetics in this country are dry. Not to mention, of course, the lasting qualities of such a make up, and the beautiful "glow" possible to so obtain.

■ **SORBITOL** Sorbitol can now be bought in 100% purity, at a very low cost. You can make your own solutions with water, rather than buy those made. Sorbitol, as you know is a synthetic sugar, and solutions of it are used in place of glycerine.

UTILITY OF pH CONTROL

The deep significance of the hydrogen ion concentration in medicine, bacteriology, biology, pharmacy, food chemistry and a host of other fields led to a close study of the subject many years ago by research workers in the soap and cosmetic industry. Important data have been, and still are being obtained.

Of extraordinary importance is the maintenance of definite pH values during the preparation of emulsions. The value is best checked by the foil colorimeter. As many cosmetics are still prepared by almost purely empirical methods, control is doubly important. Where modern scientific methods are adopted, pH control, of course, becomes a definite necessity. In this way the conception of pH value and its application has also gained a footing in cosmetics, even though on a modest scale. Its universal adoption would be desirable, and would readily prevent many common mistakes and misconceptions.—*Hugo Janstyn in Soap, Perfumery & Cosmetics.*

HUNGARIAN ESSENTIAL OILS



Above: Picking of the first, earliest ripening umbels of the Fennel in Kaposfo. Lower picture: Stem of Hyssop.

Dr. Ernest Guenther, Chief Research Chemist of Fritzsche Brothers, Inc., New York, describes the cultivation and properties of Fennel Oil, Wormwood Oil, Tansy Oil, Hyssop Oil, and Oils of Parsley Leaves, Cognac and others not hitherto described in this series

Oil of Fennel

(*Foeniculum vulgare* L.)

THE bitter variety of fennel is regularly produced in Hungary, more than 7000 kilos of seed being exported during 1935. Years ago, limited quantities of oil were distilled in Hungary; about 100 to 150 hectares of ground produced the seed necessary for this purpose. However, prices of oil were too high to compete and distillation of bitter fennel oil was discontinued in Hungary.

Dr. Jules de Bittera, in a private communication to the writer, indicates the following specifications for a lot of pure Hungarian bitter fennel oil of his own distillation:

Specific Gravity at	
15° C:	0.9718
Optical Rotation:	+16° 36'
Refractive Index at	
25° C:	1.5301
Melting Point:	+7, 5° C.
Congeaing Point:	+5, 5° C.
Solubility:	Soluble in 7 and more volumes of 80% alcohol.

Oil of Wormseed

(*Chenopodium ambrosioides*
Var. *Anthelminticum* L.)

THE plant was grown experimentally in Hungary and oils distilled from plant material during various stages of ripeness. Details have been described elsewhere.⁶²

Oil of Tansy

(*Tanacetum vulgare* L.)

WHILE, for the purpose of oil distillation, this plant is cultivated extensively in the United States, it grows wild in all parts of Hungary on non-cultivated land, mostly along ditches and in pastures. It occurs, for instance, in large, uniform patches on the prairie (Puszta) of Hortobagy, on the farm of Fövenyeshát, where a few years ago about 25 hectares were densely covered with tansy. From 1922 to 1924 these plants were being harvested for oil distillation in migratory stills. During the first years the flowers and the leaves but later only the flowers were harvested and dried in barns before distilla-

tion. However, the oils thus obtained had a somewhat weaker odor and flavor than the American oils.

The constants shown in Table I, found by Dr. Jules de Bittera⁶³ on pure oils of his own distillation, might be of interest. Oil No. 3 had a saponification value of 45.8. (See Table 1.)

Oil of Parsley Leaves

(*Petroselinum sativum*, Hoffm.)

THIS oil, too, has been produced lately on an experimental scale in Hungary. Three oils analyzed in our laboratories showed constants as shown in Table 2, below.

The slight laevo-rotation of all three oils indicates that leaf material with adhering, not quite ripe seed (i.e., the entire plant) had been used for distillation. However, the flavor of all three oils was very fine and characteristic of the typical parsley leaves. See in this connection also the writer's article on French Oil of Parsley Seed and Leaves.⁶⁴

Aside from the above described, the following plants and oils are being produced in Hungary at the present time. The quantities, however, are so small that a more detailed study shall be postponed until a later date.

ESTRAGON (*Artemisia dracunculoides* L.)

ROMAN CHAMOMILE (*Anthemis nobilis* L.)

Experiments are being made with: ANGELICA (*Archangelica officinalis*, Hoffm.)

LOVAGE (*Levisticum officinale*, Koch)

Oil of Hyssop

(*Hyssopus officinalis* L.)

THIS oil has lately been produced experimentally in Hungary.⁶⁵ A sample analyzed in our laboratories

showed normal properties and had a fine, characteristic odor. The constants read as follows:

Specific Gravity at 15° C:	0.940
Optical Rotation:	—18° 14'
Refractive Index at 20° C:	1.4800
Acid Value:	0.6
Ester Value:	7.3
Ester Value after Acetylation:	37.8
Content of Pinocampnone (hydroxylamine method):	52%
Solubility:	Soluble in 1 volume of 80% alcohol; opalescent with more.

Oil of Cognac

HUNGARY produces considerable quantities of wine lees, amounting yearly to about 700 carloads. The yield of oil is about 0.04%. An oil of the green, i.e. unrectified variety, analyzed in our laboratories showed the following constants:

Specific Gravity at 15° C:	0.879
Optical Rotation:	Inactive or very slightly laevo-rotating.
Refractive Index at 20° C:	1.4318
Acid Value:	49.2
Saponification Value:	264.9

The properties are normal, except for the fact that the oil contained copper.

Oil of Wormwood

(*Artemisia absinthium* L.)

THE plant grows wild in Hungary and may be found in all parts of the country. Large and uniform patches occur on the prairie (Pusztá) of Hortobágy and in Bodrogek, i.e., in the region located between the rivers Bodrog and Tisza, especially in the Komitat of Zemplén. There, *Artemisia absinthium* once grew in such quantities that it became a weed which en-

dangered the pastures and had to be exterminated.

An oil distilled by Dr. Jules de Bittera in Tihany on Lake Balaton from fresh, fully blooming, wild growing plants had the following properties:

Specific Gravity at 15° C:	0.8874
Refractive Index at 20° C:	1.47867
Ester Number:	50.4
Ester Number after Acetylation:	113.9
Solubility:	Not clearly soluble in 10 volumes of 80% alcohol; soluble in 90% alcohol.

The oil hardly reacted with hydroxylamine chlorhydrate and, therefore, contained only traces of thujone.

OAK MOSS (*Evernia prunastri*)—(*Mousse de Chêne*) grows in the oak forests of Hungary and is collected for the manufacturing of extracts. It is exported to Germany and especially to Southern France where the material is submitted to extraction with volatile solvents (petrol ether or benzol) and sold in the form of so-called concretes or alcohol soluble absolutes. The manufacturing of such extracts has been taken up lately in Hungary also.

ALKANNA (*Alkanna tinctoria* L.) grows in large quantities on the sandy plains, especially the western parts of the Great Hungarian Plain between the rivers Tisza and Danube. In order to obtain the red natural coloring matter, the root is extracted with volatile solvents and 5 to 6 percent of a dark, fatty, greenish reflecting extract of high coloring power is obtained.

Almost 19,000 kilos of alkanna root were exported from Hungary during 1935. Hungary also manufactures and exports alkannin.

CHLOROPHYLL: Large quantities of the stinging nettle *urtica* are gathered in Hungary yearly and exported, mostly to Germany. It is the raw material for the extraction of natural chlorophyll. More than 168,000 kilos of *urtica* were exported from Hungary during 1935.

TABLE 1 — Oil of Tansy

	No. 1	No. 2	No. 3
Specific Gravity at 15° C:	0.9409	0.9208	0.9232
Optical Rotation:	—6.27°	—5.70°	—6.0°
Refractive Index at 20° C:	1.4588	1.4556	1.4547
Solubility:	All three oils were soluble in 70% alcohol.		

TABLE 2 — Oil of Parsley Leaves

	No. 1	No. 2	No. 3
Specific Gravity at 15° C:	0.965	0.987	0.975
Optical Rotation:	—2° 47'	—2° 3'	—1° 46'
Refractive Index at 20° C:	1.5210	1.5250	1.5232
Acid Value:	0.1	0.2	0.1
Ester Value:	2.0	6.1	2.5
Ester Value after Acetylation:	11.5	22.2	15.8
Solubility:	Soluble in 3.5 volumes of 90% alcohol; slight haziness with more alcohol.		

⁶³ Ber. Sch. & Co. (1929), 132.—Riechstoffe Industrie, Volume III, 1938, Page 211.

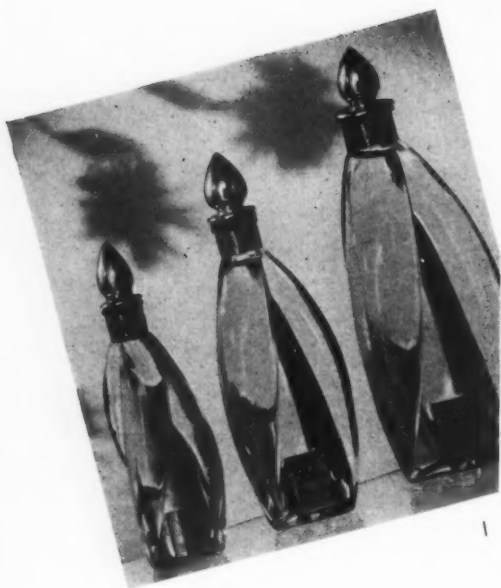
⁶⁴ Private communication to the writer. ⁶⁵ "The American Perfumer," December, 1935.

⁶⁶ See also "Oil of Hyssop," A Survey by Dr. Ernest Guenther, "The American Perfumer," July, 1935.

NEW PACKAGES

by

MARY LEE GOODMAN



1 . . PARFUMS WEIL: This company is featuring a concentrated cologne with a particularly long lasting fragrance. It is pointed out that this preparation should be used as a cologne but is more highly perfumed than regular eau de cologne. It is available in the company's four popular odors, and comes in an attractive curved shaker bottle with gold metal stopper and gold foil label.

2 . . SUZANNE: Here is something new and smart in sachet bags. They are made of faille silk with allover silk stitching, and the satin ribbon adds a dainty and feminine touch. The sachet is scented with the delightful "Secret of Suzanne" fragrance. Distributed by Al. Rosenfeld, Inc.

3 . . CHARLES OF THE RITZ: Because pink is such a popular Summer color, being equally attractive with tanned or white skins, this company is featuring a new cosmetic shade called "Petunia" to be worn with pink and harmonizing costumes. Lip-stick, cream rouge, cream rouge and nail enamel are available in this new shade, and the packages are the regular Charles of the Ritz containers.

4 . . PARFUMS CHEVALIER GARDE: The new H.R.H. eau de cologne specially prepared for use during the summer months is packaged in a container inspired by the old Russian decanter used for many years in the homes of Russian ladies. It has a cut glass crystal stopper and an attractive label.

5 . . HARPER METHOD: In recognition of its Golden Jubilee, this company has adopted a new style bottle for its liquid preparations. This new round container has been selected because of its broad base which will eliminate tipping and the sturdiness of these bottles will also withstand harsh treatment. The screw caps are of black plastic.

6 . . QUI SAIT: This manufacturer is one of the first toilet goods concerns to feature the new material called "Pewel", which is a substitute for linen or percale. The cellophane box contains two bed sheets, four pillow cases, a perfumed hair net, perfumed flannel, sachet, and a perfumed boutonniere. This package is offered as a special gift item, and is tied with silver ribbon.

7 . . ELIZABETH ARDEN: Blue Grass Brilliantine is now available in liquid form tinted a soft delicate blue. It is claimed that this blue tone makes the brilliantine equally effective for enriching the color and gloss of white, gray, black or brown hair. The square bottle has a shaker top and is capped with a pale pink plastic closure.

8 . . KATHERINE JENET: Suavetone is a new cooling, antiseptic emulsion for the care of the skin and is recommended as soothing and healing for sunburn, windburn, chapping, etc. It comes in a smart oblong bottle with recessed bands across the front. Black lettering is used on the cellophane labels and the cap is of black plastic. A new process called "Ivanflox",



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which simulates velour, is employed for the lettering and bands on cover of the carton.

9 . . DELETTREZ: Buttermilk Bath Luxury is a new foaming preparation which the company claims contains tonic minerals from buttermilk and is ideal for relaxation in the tub. Packaged in a buttermilk jug with black metal cap and handle, and the cellophane label is printed in yellow and black.

10 . . CARON: This famous house which has heretofore sold fine perfume only is now offering "Le Demaquillant Creme", a cleansing cream especially recommended for removing make-up. It is packaged in a white opal jar with white metal cap, and the only decoration is a narrow gold metal label with white lettering. This cream is also packaged in tubes.

11 . . HELENA RUBINSTEIN: In addition to being a sunburn preventative, the new Sunproof Cream is recommended as a foundation for make-up and a reconditioner for the skin. The color of the cream is a soft pink and tan, and one coat will result in an attractive bisque tan. Packaged in the regular Rubinstein lotion bottle with convenient finger rests and gold metal cap.

12 . . BARBARA GOULD: Three cakes of beauty soap, recommended for sensitive, delicate skin, are packed in a multi-colored floral gift box. The soap is scented with a special bouquet which adapts itself to the ingredients of the product, and each cake is individually wrapped in cellophane.

13 . . RUSSIAN DUCHESS: "Skinthetic" cream is a new preparation offered as a substitute for silk stockings. It is a soft smooth cream available in various shades, and is spread on the legs to simulate hosiery. The company claims that this cream serves as a preventative against sunburn and chapping and is removable only with soap and water. It does not rub off and will not be impaired by cold water or a rain shower. Packaged in an opal jar with black metal cap and blue and white label.

14 . . VENETIAN LABS.: After deciding to call their rouge "Pot O' Rouge", this company designed a container to match the name and has achieved a very ingenious package. This is an ordinary glass jar surrounded with ceramic material, moulded to the form of a pot with the name in raised letters, and then lacquered



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in a pastel color. Larger packages were also created for hand cream, cleansing cream, tissue cream and face powder, and are available in a variety of colors. C T metal caps in the same color as the jar are used as closures.

15 . . HOWE CO.: This concern has re-packaged its entire line of lotions, creams, face powder and nail polish in attractive modern containers which effectively carry out a "family resemblance." The jars and bottles are similarly styled and capped with lithographed double shell closures. The labels are blue and white with modernistic lettering. Caps from Metal Closure Division of the Hazel-Atlas Glass Co.

16 . . PENNSHAVE PRODUCTS: This company is packaging its brushless shaving cream in a smart blue and white tube with the convenient No-Kap closure. The carton also follows the same color scheme and modernistic design.

17 . . L. PERRIGO CO.: These new stock containers for Lady Jean toiletries are both good-looking and practical, designed to protect the labels from scuffing and damage in handling. The raised ribbed design at the shoulder and flat base which extends beyond the container proper combine to prevent the label from touching the bottle carton or to be damaged by hard usage. Bottles designed and manufactured by Hazel-Atlas Glass Co.

18 . . FROSTILLA: The new Sun Filter cream sponsored by this company is recommended to promote a natural tan and at the same time prevent painful burning. As an introductory offer, this cream is attractively packaged in cellophane with a special gabardine moisture-proof beach bag for comb, compact, lipstick, etc., and the combination is sold for the price of the cream alone.

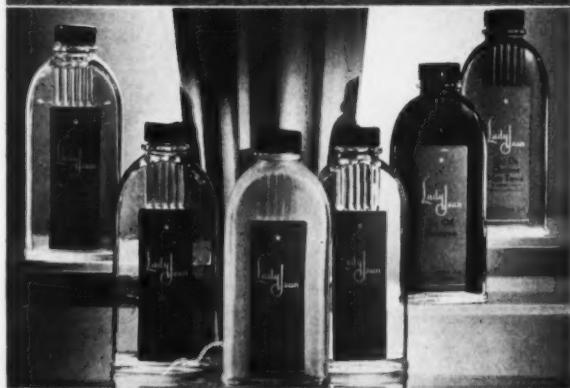
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EDITORIALS

A DANGEROUS TREND

WHATEVER ADVANTAGE may accrue by reason of state control, such as that in Louisiana for example, it is not unlikely that it will, unless checked, be far overbalanced by the disadvantages to the economic welfare of the nation and the states themselves. What the trend amounts to is the erection of tariff walls by the states against each other.

Louisiana, for instance, requires registration of all food, drug, and cosmetic products and exacts an annual license fee on each product imported into the state. Suppose that every state adopted a similar law!

In the case of the liquor industry (to illustrate what may happen), state control has gone so far since the 21st Amendment divested the federal government of exclusive power to regulate interstate commerce in intoxicating liquors that it is almost impossible for any brewer in six important states to do business in any other of those six states. Instead of six, suppose 48 states had such laws! Under the pretense of the need for control, but really to obtain revenue, the states are resorting to measures which lead to discord and retaliation.

What is happening now is a repetition of the events which led the big business men after the revolution to strike down the trade barriers between the states. In fact, the need for freedom of trade between the states was one of the reasons for forming the union. New York had imposed a tax on imports and New Jersey had retaliated with a tax on the Sandy Hook lighthouse. It was to eliminate these and other restrictions imposed on trade that Section 10 Article I of the U. S. Constitution was written. That provides that "no state shall without the consent of Congress, lay any imposts or duties on imports or exports except what may be absolutely necessary for executing its inspection laws; and the net produce of all duties and imposts laid by any state on imports or exports shall be for the use of the treasury of the United States; and all such laws shall be subject to the revision and control of the Congress."

It is fundamental that the federal government may do only that which the constitution expressly permits it to do or do acts necessary to carry out its express powers.

States have power to do anything not specifically prohibited in the constitution. It would seem, therefore, from reading Section 10 Article I that the states have no legal right to erect tariff barriers. Yet they are doing that very thing now. The trend is worthy of sober consideration by thoughtful business men; for it is pregnant with danger not only to business but to the welfare of the nation itself.

ACTION ON ALCOHOL TAX

"IT IS INCONCEIVABLE," says Dr. J. M. Doran, "for an article to be sold where the tax is twelve times the cost of that article." And yet that is the case with alcohol, beverage and nonbeverage. Not only are these taxes unreasonably high now but it is only a question of time, Mr. George Burnett points out, before they will be higher.

It is reliably reported that the government is looking to a \$4.00 a proof gallon tax. If \$2.25 is intolerable, what would happen to the flavoring extract industry, to cite a single example, if it is burdened with a \$4.00 tax or \$7.60 a wine gallon?

Canada, Holland, France, and other countries tax nonbeverage alcohol at a lower rate than beverage alcohol. The United States does not. Realizing that something must be done about the intolerable tax on nonbeverage alcohol, the Flavoring Extract Manufacturers' Association adopted at its June meeting, a resolution approving in principle the theory of a lower tax on nonbeverage alcohol. A special committee is to be appointed to study means for securing a reduction in this tax, to cooperate with allied alcohol using industries, and to prepare a plan to be submitted to its executive committee at its autumn meeting for action. The interest of the Treasury Department has already been aroused by John S. Hall, counsel for the association in preliminary talks with them. Several representatives in Congress have promised support. Other nonbeverage alcohol using industries have been approached through their associations and are highly interested. Concerted, well-directed effort on the part of all industrial alcohol consuming industries will do much to bring about official recognition of alcohol as a chemical useful and necessary in industry and hence entitled to a lower tax classification.

INSURING MORE REPEAT SALES

by RALPH H. AUCH

Sometimes the appeal that clinches sales is achieved by chance but more often it is not. Practical hints for discovering if your purchase has the appeal that will bring the customer back.

THE right type of container can be a great help in stimulating sales or conversely an ill chosen one can retard sales materially. If ill-chosen, no clever, unique or effective treatment in design, color scheme, etc., can fully offset this initial permanent handicap.

FINAL QUESTION ABOUT THE CONTAINER

If the type of container contemplated is different from the one generally used for similar competing items one question must be satisfactorily answered before the final choice is made. Which is the greater, the sales impetus given the product by the more pleasing or more convenient container or the sales resistance offered by this dissimilarity?

Another important question is whether or not ten cent and sample sizes can efficiently be produced that approximate the regular size container in appearance, or better still that are exact replicas of it? Only in this way can full advantage be taken of the sales impetus this gives the product by reason of impressing the regular size appearance on the purchasers of the dime size and recipients of the sample.

JAR AS POWDER CONTAINER

But back to the dissimilar packing with a few examples. A few manufacturers have come out with face powder in a flint or opal glass jar or a plastic container. The jars have the advantage of better odor retention and ready resealing for travelling but it is extremely difficult to impart the same degree of class and distinction to this type pack that a paper box affords.

This type may well be given serious consideration by the very small merchandiser and packer of private label powders. The plastic container usually requires a liner, troublesome for manufacturer and user alike. In the popular price range it may appear out of keeping, i.e., too expensive even though it is not.

TUBE PROVED BEST IN SHAVING CREAM

A well known shaving cream came out in a jar and was offered only in this container for a long time. Finally, not openly admitting his error, he offered it in a tube as well which is of course the accepted container. The tube was quick to outsell the jar indicating that is the logical packing that should have been offered in the first



1



2



3



4



5



place. On the other hand, the brushless type is different. This cream requires approximately four times as much for a shave as the lathering type. Accordingly the container should be much larger, otherwise the use of the product becomes a luxury indeed.

The number of products that are introduced in one container only to be subsequently changed not only once but occasionally a second and even a third time, indicates that more care in their selection in the first place would have been well directed. A few remarks on the various types of containers will not be out of place. Our attitude has always been to exaggerate the size without resort to deception although developments and trends have caused us to waver from time to time.

The degree to which different containers generally may be exaggerated are listed in descending order; opal jar, opal glass bottle, flint glass bottle, flint glass jar, jar of plastic material, paper box, tin can and collapsible tube.

SELECTING THE PROPER JAR

An opal jar should be chosen so that in style or shape it does not suggest ointment or the prescription counter. Opal or flint jars when placed side by side, the latter filled with the product, renders it easy to determine which looks the largest and is most pleasing in appearance.

The present tendency toward simple squat and cylindrical shapes in bottles is a relief from the intricate shapes so hard to handle in packaging and packing. However, since they do not lend themselves so well to exaggeration the wisdom of such a choice for popular priced merchandise is questioned. A plastic material container suggests that it have utility, i.e., re-use value and this may become a deterrent rather than stimulus saleswise. With some products it cannot be adopted without lengthy age tests as it may stand up quite some time only to break down ultimately.

Next to a sphere, a cylinder looks the smallest for its cubical contents and so does not lend itself to size exaggeration. For this reason, it is likely that plain simple shapes may soon be abandoned again.

Boxes for face powder and other dry materials, in different shapes, but having the same capacity, can be assembled to choose the one that is seemingly the largest. As stated earlier, a false bottom should not be resorted to because the deception is observed by the user at the worst possible time, namely, at or about the time she is ready to purchase a new box. Padded tops on flat shallow boxes on which they look well also help to increase the apparent size and at the same time, by their softness to the touch may suggest that the contents is soft, velvety, and smooth.

Due to limitations in practical tin can manufacture, it is well to enlist the help of the can companies, when a

metal can is used. Collapsible tubes continue to gain favor even though resort cannot be made to thick walls or unique or odd shapes in the endeavor to increase the apparent size or beautify the package. About the best that can be done is to take tubes of different diameters, then cut them off to the length which gives them the same capacity. When they have been stuffed with cotton or a paste and the end closed, a choice can be made.

The container should be practical—if it is to contain anything that will spill easily, the container must rest firmly on its bottom; if it is to contain a powder, it must not dust; if the contained product dries out or deteriorates, the container must reseal readily and securely, and so on. The package not only serves as a practical convenient container for the product, but it can be made to provide a means for remembering the product and remembering it favorably.

A confusing fact is that the feminine consumer will buy a product, the appearance of which she detests, if the quality of the contents is highly satisfactory. Glaring examples of this could be cited but we would not have any reader's face turn as red as the most vivid nail enamel or rouge. In cases like this, however, the container, the name, the colors, in fact the whole package, is working against, instead of for sales for the manufacturer, whether or not he is conscious of the fact.

PRODUCTS NOT ENCLOSED IN CARTONS

A number of products have become nationally, and even internationally, popular without being fully dressed. That is to say, they are not enclosed in an individual carton. Talc bottles and tins are rarely, if ever, enclosed in cartons it is true, but these were not in mind. The magenta colored under-arm deodorant in the vase shaped bottle is perhaps the outstanding example. At the other extreme is that well known laxative water with the red devil prominently displayed on the label. The former is a striking package, while the latter is quite ordinary if not repulsive.

Vaseline is another example of a product that has been in the market many years with its distinguishing label and blue lithographed tin top, not fully dressed, i.e., without a carton. A thin dime has long been the accepted retail price for petroleum jelly. However, who can say definitely and positively that ten cents is the absolute top price? An attractive jar, a rolled edge cap, instead of the raw edge tin, and an attractive individual carton may be some aggressive merchandiser's opportunity.

If the container is a utility one, such as many bath salt and body powder jars, that has a practical use in the boudoir or in the home after the contents has been consumed, it is perhaps well not to enclose it in an individual carton. Incidentally, utility containers are doubtless dangerous in that emphasis is placed on the



1. Kathleen Mary Quinlan face powder in a distinctive glass jar with black molded cover and D'Orsay face powder in a smart Latique glass container.
2. Dedon face powder in an attractive plastic jar.
3. Mary Chess talcum powder in a plastic jar with double cap.
4. Lucien Lelong face powder box has plastic base and cover.
5. Barbasol and Ingram shaving cream in both tube and jar.

container instead of the product itself. Then too milady is no longer being fooled; she knows it is not "free" and that she is paying for it, sometimes at quite a high price. So, too, if the container is so beautiful or striking that the temptation to reproduce it on the carton is irresistible, then certainly no carton should be used.

ADVANTAGES OF A CARTON

There are many advantages in putting the container in an individual carton, however, whether it be a cheap folding box, an inexpensive shoulder box, or if in keeping with the retail price and the product, a costly, elaborate, satin-lined, hinged box. Such a box or carton permits making changes in the contained jar, bottle, or tube, or in the label or decorations without the change being immediately apparent to the user. In fact, the contents itself can be changed in formula if need be without the change being apparent on sight.

Of even greater importance, a carton permits the use of a folder or booklet as an enclosure. Thus, very complete directions can be given, or health and beauty hints in considerable detail can be offered. Likewise, a brochure that extols the merits of the product itself, or one of advertising nature describing the manufacturer's other products may be enclosed.

In any case, if the individual carton is in keeping with the product and if it is in good taste, it can lend caste and dignity to the completed package. A lesson can be learned from the jeweler who can take a dime store string of beads, dress them up neatly and appropriately in an attractive box and make them look worth a dollar of any woman's money. Likewise, the haberdasher knows his stuff, and spends money pretty freely for mere man's sock, tie and sweater boxes and especially this is true of gift merchandise.

The selection of a suitable carton or box for both appropriateness and attractiveness can be made a simple matter. Again, as with the formula itself, the opinion of the mere men of the organization should not be depended upon. This comment does not apply, of course, if the product is a shaving cream, after-shaving lotion, or other product prepared for the sterner sex. Neither should the opinions of the women in the organization, in the family, or in the circle of friends and acquaintances be given undue weight.

STUDY COMPETING PACKAGES

Commercial packages of all competing products should be assembled. Stand them all in a row and invite women of good taste, one at a time, to look them over and pick out the packages they feel are most pleasing and attractive. As in the questionnaires discussed earlier, it is important not to make any suggestions, or express any personal opinions. Any expressions such as "Don't you like this one?" or "Don't you think that one is the more attractive?" are bound to influence the observers. Get each woman to state just why she made her choice, if she can find words to express and convey her reason.

With the notes assembled from the expressions of twenty-five or more women, one can find out just which packages have made the most favorable impression. There will be a leaning toward certain sizes, colors, shapes, and styles, pointing toward an ideal carton or box.

The thing to do is to set to work to attain a container approaching this ideal. When it is completed, the reac-

tions of a number of women (not in a group, however, but singly so the expression of opinion will not be biased by the others' opinion) can be sought and they will soon classify the package as good or bad.

If the women invited to pass opinion have been from the class to which the product will appeal by its price, quality, and purpose, then the results of the above tests can be depended upon as accurate and reliable. They represent the consuming public, and the consuming public is both the judge and the jury.

A look at the shelves of the dealers will demonstrate beyond a shadow of doubt that if this procedure had been followed, most of the atrocious packages thereon would have been avoided and in their stead there would be packages of beauty, attractiveness, and sales stimulating appeal.

DANGERS OF THE OPEN SHELF

Now that reference has been made to the dealer's shelves, there is a tendency that should be taken into account. In many new setups, especially in the chains, with price as the chief appeal, cheap open shelves are replacing fine closed wall cases. Dainty pastel colors that stand up attractively in closed cases are soon soiled to the point of unsaleability in dirt catching open shelves. Then the carton should be individually enclosed in a transparent wrapper such as cellophane, if pastel colors are the logical thing.

Every new package offers a new problem in size, shape, design, and color scheme. Psychologists and advertising men have classified the various colors, this one being a warm color, and that one being cold, another the male choice, and still another the first among women. Only one generality on color will be drawn. Each additional color used involves another time through the press, which in turn means somewhat higher cost for each lot of containers.

In conclusion, just one question—will the consuming public buy that new product because of the package, or in spite of it? In re-styling old products some feel they don't dare to change even though admitting the container or carton can be readily improved upon. The only conceivable one who should hesitate is he who is selling the lowest strata of white trade and colored folks. But will any admit these as his market?

USES AND PROMOTIONAL COPY

The questionnaires referred to earlier can in almost every case be made to yield new, different, unusual and unthought of uses as well as unique appealing copy slants. A carefully worded invitation to suggest new uses as well as a space for remarks and criticisms on the questionnaire form accompanying the testing samples are all that is required.

If the product clicks with the testers, the adjectives and superlatives and the clever expressions they will use to voice their enthusiasm can be lifted and utilized for promotional copy. They may exceed in both number and verbiage those the run of mine sales promotion man or advertising copy writer can conceive in an age.

Likewise, the unusual uses to which the new specialty may be put by testers will likely exceed one's fondest hopes or gravest fears. The copy writer will do well to be on his guard to stay within the bounds of reason what with his boundless imagination anyway.



Soothing thousands
TURNER



from
TUBES



TURNER WHITE METAL
COMPANY, INC.

New Brunswick
New Jersey

NEW PRODUCTS and PROCESSES

Heat Seal Labels

Thermium Heat-Seal label paper which is new to the packaging and labeling field, has many properties that make it particularly well suited to the perfume industry, according to Seal, Inc., Shelton, Conn.

Thermium Heat-Seal paper is furnished in flat sheets or rolls of tape, and has the special property of sticking tightly with the application of low heat and slight pressure, according to the manufacturers.

Further, it is added, it is not tacky like the widely used Scotch tape—but it looks and feels like ordinary paper. When heat-pressed on the box or package, it is made to stick instantly and tightly. It has attracted wide attention because it sticks even to plain transparent cellulose and to metal foils.

A feature of labels printed on Thermium-Heat-Seal paper, it is pointed out, is that they can be accurately located while dry, the adhesion being done by means of a small heat applicator about the size of a large rubber stamp.

Thermium, the trade-name of this heat sealing adhesive is available in numerous packaging materials. It not only comes as complete coating on one or two sides of a sheet but also on strip or spot-coated sheets,—used on bag flaps, folding boxes, etc.

For sealing transparent-cellulose, foils or paper bags, a little "shopper" gadget is used. The end of the bag is inserted and as it is drawn through, it is instantly sealed.

Folding cartons of the "glue flap" type when printed on Thermium strip-coated stock can be sealed, it is

stated, by just rubbing over a small "heat-plate" as shown in illustration.

Zimco Vanillin

The latest development in vanillin is the way the General Drug Co., 170 Varick St., New York City, describes Zimco vanillin made from the wood of coniferous trees.

Hitherto, the company points out, there have been two main commercial sources of synthetic vanillin: eugenol obtained from clove oil and other eugenol containing oils; and guaiacol which is produced by a three to six stage chemical synthesis starting with benzol. The new process, the company states, produces Zimco vanillin directly from the wood of newly cut coniferous trees. It is claimed that its physical constants are identical with those of vanillin isolated from vanilla beans and that it has an aroma identical with it.

Zimco vanillin is described as a pure white needle crystal, chemically Protocatechuis aldehyde, 3 methyl-ether, $C_8H_8O_3$ with specifications in excess of U. S. P. requirements. It has, the makers add, passed successfully every test known to the numerous trades in which vanillin is consumed.

Papaya—Its Uses

Papaya Skin Tone, manufactured from papaya fruit, an ingredient hitherto not used in making cosmetics, is offered to the trade on a private brand basis by the Merlie Products Corp., 3159 Commodore Plaza, Miami, Fla.

The papaya fruit is said to con-



Papaya Tree and Fruit

tain half as much of vitamin A as butter and also vitamins B, C and D. An interesting characteristic of the papaya is the ability of the green or half ripe fruit to produce a milky juice or latex which is said to contain valuable digestive enzymes. As a result of its properties the Merlie Products Corp. manufactures five products from it: a cosmetic, a health food, a beverage syrup and a kitchen specialty. The beverage is made from the whole papaya in which is retained, the makers state, the vitamins and vegetable pepsin, and this juice is blended with other tropical fruits. Papaya syrup, it is pointed out, may be served with plain or carbonated water and a dash of lime or lemon for a soft drink or with rum, gin or whiskey.

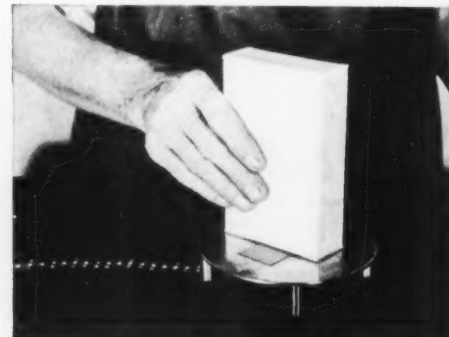
As a cosmetic, the skin tone, developed in the Merlie laboratories is used like any other complexion tonic. The complete cosmetic is made in the company's own plant.



At left: Spotting labels on small telescope cartons with small Labelette Applicator. Center: Retail store



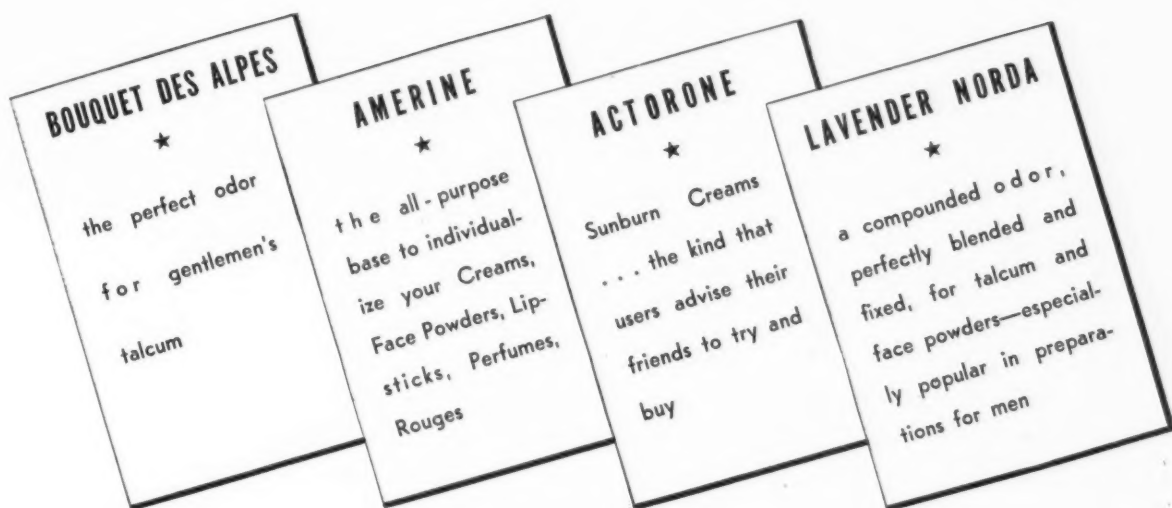
counter use of heat seal bags being sealed with simple little "shopper" gadget. Right: Used in factories, the



"Glue Flap Type Carton" can be sealed by just rubbing it over the small hot plate.

F O U R O F A K I N D

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LOS ANGELES: 685 ANTONIA AVENUE
CANADA: 119 ADELAIDE STREET, W. TORONTO

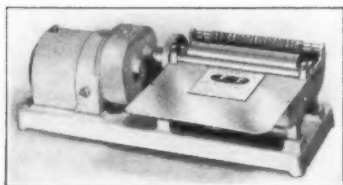


Fig. 1. Model F6 in Operation

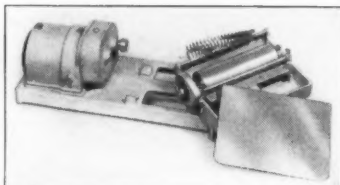


Fig. 2. Disengaged for Cleaning

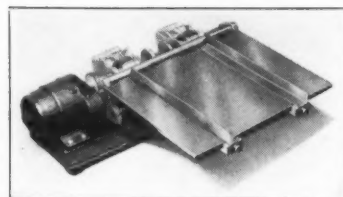


Fig. 3. M9—a Marginal Label Gummer

New Label Gummers

Peerless label gummers for low cost labelling of bottles, cans, cartons and packages are offered by the U. S. Bottlers Machinery Co., 4005 North Rockwell St., Chicago, Ill. The gummer is offered in four different models to meet practically every conceivable need of toilet goods manufacturers for labellers of this type

with economy, with ease and dispatch.

Model F6 which is shown in the accompanying illustration is made to apply glue to any length of label up to and including widths of 6 in. It is driven by an enclosed gear head motor attached to the base of the machine and is equipped with a quick detachable coupling on the drive shaft for driving the glue roller,

which latter is set deep in a glue reservoir. The gluer is supplied with cord and plug for operation on light socket service. Fig. 1 illustrates model F6 in operation; and Fig. 2 shows the facility with which it may be disengaged for easy and quick cleaning.

Model M9 is obtainable in two sizes and is designed for applying adhesive to the margins of labels and sheets and is known as a marginal gluer. It is designed for handling all labels for marginal gluing up to 12 inches in length. Features are a large sized feedplate, adjustable glue reservoirs and adjustable guide rails to make it especially adaptable for various labeling requirements. It is furnished with cord and plug for operation on light socket service.

NEW PUBLICATIONS

□ **Keep Ahead with Kiefer** is a new booklet of 16 pages displaying some of the machines from the complete line of Kiefer equipment for bottling and packaging. In it are described and illustrated the high speed Kiefer automatic bottle sterilizer and 36 stem rotary vacuum filler, the End-weld tube filler and the new two stream vari-visco filling machine and other equipment such as conveyors, rinsers, hand vacuum filling equipment, filters, percolators and pumps. Two pages of photographs of Kiefer men add to the interest of the booklet.

□ **One of a series of Merck Service Bulletins**, this one dealing with Nicotinic Acid Merck, has just been mailed to proprietary and pharmaceutical manufacturers by Merck & Co. Inc., Rahway, N. J. This bulletin describes the physical characteristic of the product, chemical formula, melting point, stability, solubility, etc., points out the place of Nicotinic Acid in the Vitamin B Complex and discusses its use in the treatment of pellagra. Copies of the bulletin are available to drug manufacturers on request.

□ **A preliminary publication on labeling**, containing suggestions for data to appear on informative labels for certain consumer commodities, has just been published by the Consumer-Retailer Relations Council, 8 W. 40

St., New York, N. Y. The publication is being distributed to a wide group of retail stores, manufacturers and consumers, in order to secure their comment and criticism.

□ **A hand book on vacuum practice as well as a catalog of high vacuum pumps**, has been issued by the F. J. Stokes Machine Co., 5912 Tabor Road, Philadelphia, Pa. It catalogs five sizes of pumps from 10 cu. ft. to 225 cu. ft. capacity. The hand book section is filled with data, charts, graphs and tables of use in reference files and engineers' libraries wherever vacuum, especially high vacuum, is used. Much of this data is original.

□ **A compilation of federal and state laws on the use of sodium benzoate as a preservative**, together with technical information on preserving with Seydel sodium benzoate and benzoic acid, is available in the form of a 24 page booklet issued by the Seydel Chemical Co., Jersey City, N. J. The booklet covers preserving fruit concentrates and flavored syrups for bottlers' use and also fountain syrups.

□ **New Hyacinth Flower Oils** said to be based on hitherto unknown synthetics have been announced by Polak & Schwarz, Ltd., Hilversum, Holland, in a special leaflet impregnated with the odor. The new specialties it is stated do not contain bromstyrol or phenylacetaldehyde usually employed in hyacinth perfumes.

Applicator Vial

Realizing how popular the self-applicator glass vial has become for packaging perfumes, iodine and other liquids, the Mine Safety Appliances Co. of Pittsburgh selected this type as the ideal container for their product "Fogpruf"—an effective lens cleaner, polisher and fog preventive. Kimble applicator vials of the "constricted neck" type, it is pointed out, present many possibilities to packagers of perfumes, toilet waters, antiseptics, dyes, flavoring extracts, condiments, etc.



Constricted neck vial

The American Perfumer

Charles Fischbeck Co., Inc.

P. R. DREYER INC.

P. R. Dreyer Inc.

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The consolidated company of P. R. Dreyer Inc. and Charles Fischbeck Co., Inc., under the firm name of P. R. Dreyer Inc., has its headquarters at 119 West 19th Street, New York.

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flower oils and french essential oils


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AALESUND, NORWAY
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119 WEST 19th ST., NEW YORK, N. Y.

CHICAGO—325 W. HURON STREET

Also 35 representatives covering principal cities of the United States and Europe

QUESTIONS AND ANSWERS

204.—SHAMPOOS

Q. We are interested in marketing shampoos to the beauty parlor trade, and plan on selling four types: a coconut oil soap, a castile soap, a sulfonated oil and a soapless shampoo of the Drene type. If you happen to have any suggestions to offer, we will be pleased to get them.—J. F., New York.

A. Your request is rather general, and we are at a loss for a suitable reply. Pages of information on each could be written, as you know. However, keep in mind that in the soap type of shampoo the total content of anhydrous soap should be about 25%, suitably admixed with alcohol, water, color and perfume. Oil shampoo is usually dispensed having an acid reaction, since at this pH the product is more fluid. Sulfonated oil shampoo should contain about 4 to 5% dissolved mineral oil for its lubricating properties. Certain suppliers offer ready made mixtures, and you will find these listed in the Wetting Agents Bulletin, together with complete data on wetting agents suitable for your Drene type shampoo. The bulletin is obtainable free by subscribers from *The American Perfumer* on request.

205.—CREAMS FOR DRY SKIN

Q. I need detailed formula for a cleansing cream good for dry skin; a tissue cream for very dry skin; and a liquid foundation for a very dry skin. Also can you advise me on a method of blending a deep suntan powder which will not take on a yellowish cast when worn by the person?—H. M., Texas.

A. You don't need advice, you need a chemist in your place to do some research work for you. While we are glad to advise readers on simple problems, we cannot undertake to do research work for them, as we are in the publishing business and not the

cosmetic business. You might contact some consultant to do this work for you; their rates are very reasonable and will save you both time and money. Regarding your suntan problem, this can be overcome by increasing the red pigments, as well as using darker brown pigments instead of the others you are probably using.

206.—CREAMS FOR TROPICAL COUNTRIES

Q. We would feel obliged to you if you gave us formulas for cleansing cream and nourishing cream for tropical countries, as well as firm names of suppliers of raw materials.—S. P., France.

A. Under separate letter we have sent you source of materials needed, including a complete cleansing cream base requiring nothing more than remelting and packaging. A nourishing cream based on absorption bases may fit your tropical need. Try absorption base 35 parts, vegetable oil 5 parts, water 60 parts, along with perfume and preservatives. Detailed method of making has been included in your letter. The bulletin on Absorption Bases describes many of the products required in this formula, and can be obtained from *The American Perfumer* gratis on request.

207.—PERMANENT WAVE SOLUTION

Q. I would like to get a few good formulas for permanent waving solutions. I mean a few without ammonia. One should be clear, another should be milky like the Duart.—G. F., Washington.

A. We don't know the composition of the Duart solution, so cannot advise you how to duplicate this product. You can develop your own formula for a waving solution by using any of the following: sodium and potassium carbonates, sodium pyrophos-

phate, sodium and ammonium sulphites, borax or ammonium carbonate. Use from 3% upward of total alkali, depending on the machines and technique you hope to use in the waving process. You can make your product milky by adding 2% of a permanent wave oil, the source of which is sent you under separate cover.

208.—THINNING HAND LOTION

Q. Enclosed please find formula for our hand lotion. What can we do to stop this lotion from getting thick on long standing? Also tell us how to color the lotion a lemon yellow and a rose pink, without color separating?—A. C., La.

A. Your formula seems to be all right, though you cut down on the oil as your product is probably greasy. To stabilize the emulsion, add 25% of a 3% quince seed mucilage. Erythrosine will give you the desired pink color. Naphthol yellow will give this tint. Both are water soluble colors, alkali stable. Both are certified food colors.

209.—BATH OIL

Q. Have you any stock formulae for bath oil? We are interested in obtaining any information as to formulae and properties of such a product. Please send copies of Wetting Agents and Preservatives Bulletins.—M. J., Ohio.

A. The Bulletins have been sent you under separate cover. That on Wetting Agents will give you a lead in compounding your bath oil. However, you might try a tinted solution of perfume in a special monopol oil, designed as solvent for aromatics. Be quite careful about the choice of oil, as many of these split into two layers once they are allowed to get cold. The amount of aromatics will depend both on your product cost, and on the monopol oil used.

TH. MUHLETHALER S.A.

NYON
SWITZERLAND

Manufacturers of

HIGH GRADE PERFUMERY RAW MATERIALS *for the*

SOAP, PERFUMERY & COSMETIC INDUSTRY

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ASK FOR SAMPLES
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LILY OF THE VALLEY

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From our representatives for the United States

ORBIS PRODUCTS CORPORATION

215 PEARL STREET

NEW YORK CITY, N. Y.

Or from our representatives for the Dominion of Canada

GERALD JOHNSON, J. M. SCHEAK & COMPANY

110 CHURCH STREET

TORONTO

NEWS AND EVENTS

Tendency to Look to U. S. for Guidance Says F. T. Dodge

F. T. Dodge, president of Dodge & Olcott Co., New York, returned June 23 on the *Statendam* after a three months' trip through Europe where he visited ten countries, including Italy, Hungary, Czechoslovakia, Germany, France and England. Accompanying Mr. Dodge on the trip were Mrs. Dodge and his daughter, Miss Virginia Dodge.



Bachrach

F. T. Dodge

They sailed for Europe March 19 on the *Vulcania*, disembarking at Palermo. It is Mr. Dodge's impression that business men generally on the continent of Europe are pretty well baffled over economic conditions which grow more restrictive as time goes on. Current barriers which surround so many of the smaller countries as well as Germany are of course the chief obstacles to international trade. Throughout Europe there is a tendency for business to look to the United States for guidance and as conditions improve here it is believed that they will automatically improve across the Atlantic.

As to the prospect of war, there was less talk of it on the part of the man in the street in Europe than there is here. There seems little likelihood of a general European war in the near future. So many danger points have been passed in the last twelve months that most people hope and think that even more such danger spots can be circumvented.

The flower crop throughout Europe has suffered somewhat from the general drought, particularly in southern France. A reduction in the harvest may be reflected in the United States in stronger prices of floral oils.

Mr. Dodge visited a number of European companies for whom Dodge & Olcott Co. are the American agents, including W. Sanderson & Sons in Messina, Sicily; Fabriques deLaire, Issy, and J. Mero & Boyveau of Grasse, France.

National Cosmeticians to Meet in September

Dates of September 12, 13, 14 and 15 are announced for the nineteenth annual convention and ex-

position of the American Cosmeticians National Association to be held at the Stevens Hotel in Chicago. It is anticipated that more than 8,000 beauty shop owners, managers, and operators will come from forty states, Canada, Alaska, and Cuba for this year's convention. Space will be available for about 150 exhibits in the exhibition hall.

Who is the Manufacturer? to be Settled by Court

The decision in the case of the Maybelline Co. vs. the Collector of Internal Revenue to recover taxes collected under the 10% excise tax of the 1932 revenue law in the U. S. District Court in Chicago is expected to establish who is the manufacturer under the meaning of the law.

The Maybelline Co. is not a corporation and it claims it has not been a manufacturer within the meaning of the act since 1933 when T. L. Williams, owner of the Maybelline Co., sold its manufacturing business to C. R. Hewes. Maybelline does no manufacturing itself; it distributes only. It buys its product, mascara, solely from De Luxe Mascara, the company operated by C. R. Hewes. Who is the manufacturer to be taxed under the purview of the law: Maybelline or DeLuxe Mascara? The decision is expected to settle this point and thus to clarify a situation that has perplexed the industry since the law was enacted.

Collapsible Tube Mfrs. Ass'n Elects Officers

New officers elected by the Collapsible Tube Manufacturers Association at its annual meeting in Absecon, N. J., June 24 are: President, Frederic Remington, president of the Peerless Tube Co., Bloomfield, N. J.; Vice President, H. S. Darlington, president of A. H. Wirz, Chester, Pa.; Secretary and Treasurer, L. B. Platt; Di-



Frederic Remington



H. S. Darlington



L. T. Sheffield



J. C. Steiner

rectors: A. W. Paull Jr., treasurer, Wheeling Stamping Co., Wheeling, W. Va.; L. Tracy Sheffield, president, New England Collapsible Tube Co., New London, Conn. and Joseph C. Steiner, vice president and secretary, Atlas Collapsible Tube Co., Chicago, Ill. Mr. Remington was re-elected president and Mr. Steiner and Mr. Sheffield were re-elected directors.

Hall of Pharmacy Planned for World's Fair

The story of research, development, manufacture and distribution of drugs and pharmaceutical products is planned to be told graphically in "The Hall of Pharmacy" at the New York World's Fair 1939, a Fair-built building which has been taken over completely for exhibit purposes by The Show Globe, Inc.

F. J. Stokes Machine Co. Agents for Standard Molding Presses

Arrangements have just been completed, between the Standard Machinery Co., of Mystic, Conn., and the F. J. Stokes Machine Co., of Philadelphia, whereby the latter becomes sole sales agents for the line of Standard plastic molding presses.

Custom Bureau Defines Duties on Perfume Atomizers

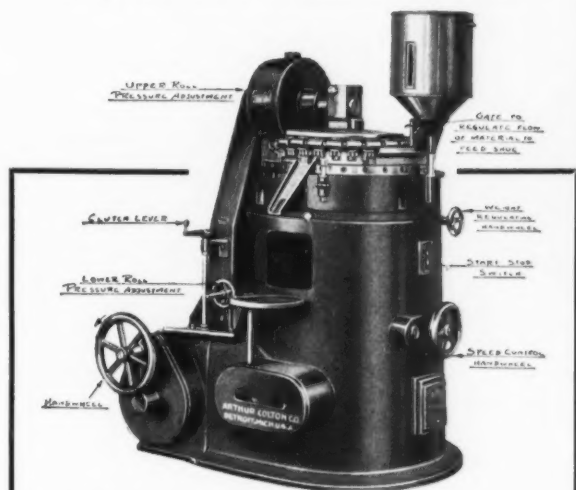
The following ruling on duties on perfume atomizers has been issued by the Bureau of Customs:

Atomizers designed mainly for use as perfume containers are dutiable under paragraph 218e of the 1930 Tariff Act at 60% ad valorem. The Czechoslovak trade agreement reduces this duty one-half on bottles primarily handmade.

Atomizers designed not primarily for use as containers for perfume, i.e., atomizers in chief value of glass with incidental container properties, are dutiable under paragraph 218f of the above tariff act at 25% ad valorem on bottles made largely by machine and 75% ad valorem on those made otherwise. The Czechoslovak tariff bargain also applies here.

GET FULL DETAILS *AT ONCE* ON THE NEW **No. 7 Motor Driven ROTARY TABLET MACHINE**

single punch, 700 tablets per minute



triple punch, 2100 tablets per minute

The Rotary Table carries a set of 25 Punches and Dies. Operating at maximum speed with single punches, you can produce 700 tablets per minute. When arranged for triple punches and dies and operating at maximum speed, you can produce 2100 tablets per minute. All triple punches and dies are in straight line following each other, insuring uniform feed in all die openings. 7/16" is maximum diameter recommended for triple operation.

These construction features:

- (1) New design shoe gives diagonal crisscross feed as well as straight line—insures full dies, prevents granulation from separating.
- (2) Special feed arrangement draws material into dies—all dies over-filled excess being pushed out before compression, important in compressing many materials.
- (3) Rotary Table rests on ball thrust bearings (constantly bathed in oil).
- (4) Motor Drive with Reeves Variable Speed Pulleys—built into base of machine, housed away from all dust.
- (5) Pressure adjustment on upper punches permits location of several positions in compression in upper part of dies—prevents excessive capping—dies may be reversed, increases their life.
- (6) Power Drive-Combination Worm and Gear.
- (7) Hopper arranged with gate to regulate flow to feed shoe for different size tablets and different materials.

Get full details at once—write today!

ARTHUR COLTON Co.
2606 JEFFERSON AVENUE EAST
DETROIT, MICHIGAN

Headquarters for a complete line of Pharmaceutical Machinery. We solicit your inquiries

July, 1938



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TURTLE OIL
(Regular & Refined)
ESSENTIAL OILS
AROMATIC CHEMICALS
NATURAL FLOWER OILS
SYNTHETIC FLOWER OILS
MODERN AND DISTINCTIVE
PERFUME BASICS
DISTINCTIVE and CHARACTERISTIC
FLAVOR OILS
PERFUMERS' TINCTURES
FIXATIVES (FOR PERFUMERS)
RESINOIDS
TERPENELESS and
EXTRA CONCENTRATED ESSENTIAL OILS
FLORAL WATERS OLEO RESINS
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Beautiful COLORS of proven merit

YOU owe it to yourself to investigate our complete line. We also have the facilities to render you an unusual service, whether it be a problem in fixation, an outstanding odour, a delectable flavor or a sparkling color.

DUVAL leaves nothing to chance. A Duval label is your guarantee of a dependable product. You will find that it will pay you to buy products bearing our quality mark.

WRITE us for samples—Compare them point-for-point, price against price.

Uniformity at all times guaranteed

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121-123 East 24th St., New York

Helena Rubinstein Weds Prince A. Gurielli-Tehkonik

Mme. Helena Rubinstein was married to Prince A. Gurielli-Tehkonik at her Paris, France home June 21. Mme. Rubinstein was born in Krakow, Poland, and later became an American citizen. She began her business in Melbourne, Australia, and branched out into England, France and other European countries. In 1914 she opened her first American branch.



Helena Rubinstein

Her first marriage to Edward Titus ended in a divorce. She has two sons by her former marriage. Prince Gurielli was born in Tiflis, Russia, and is a member of the former ruling house of the principality of Guria, now Georgia. He plans to become an American citizen. The couple will return to New York this month on a trip around the world.

Ralph Bush Completes Half Century With Dodge & Olcott

Ralph W. Bush of the Dodge & Olcott Co., New York, has completed his 50th year of service with the company.

Mr. Bush started with the firm as office boy and several years later was promoted to the laboratory to learn essential oils from the ground up. This he succeeded in doing to such an extent that he has developed a very sensitive nose in detecting the slightest defect in any article and many, even outside of 180 Varick street, have depended upon his judgment. After mastering the essential oil problems, Mr. Bush in 1907 became assistant to J. H. Howe, who at that time was general manager of the New York house. His progress has been steadily upward and in February of this year he was elected second vice president.

On his 50th anniversary Mr. Bush was presented with a gold watch by his many friends in the company. F. T. Dodge, president, presented the token of esteem with a very appropriate address, at which gathering all employees participated, including many from the company's factory. Needless to say Mr. Bush was very much surprised and, as he expressed himself, he had hoped no one was aware of what significance June 27th bore and that the day would slip by unnoticed by his fellow workers. But fellow workers are never prone to forget loyalty. Although he was reminded of the fact that he has passed the 50 year mark,

he is still the same active man he was twenty years ago and does not want to be looked upon in any other light. He addressed his fellow employees to the effect that he has never regretted that he has hung up his hat for so many years in one house, and gave good sound advice to the younger generation to do the same thing. The success of many in the Dodge & Olcott Co. has been due to Mr. Bush's teachings in which he has played an active part.

Leipzig Trade Fair August 28 to Sept. 1

The 1938 session of the Leipzig Trade Fair will be held from August 28th to September 1, inclusive. It will comprise some 6,000 exhibits of the newest products of thirty-two countries.

Parento's Chicago Office Moved Into New Quarters

Compagnie Parento, Inc., Croton-on-Hudson, N. Y., has moved its Chicago office from 443 S. Dearborn St. to new and enlarged quarters at 537 S. Dearborn St., where the company will be in a better position to serve its many customers in the mid-west territory.



Edward J. McBrady

This branch, which stocks the complete line of Parento products, is under the direction of Edward J. McBrady, who has been in charge of the office since it was opened several years ago.

Potter & Moore Offer Special American Packages

Potter & Moore Ltd. opened a sales office July 1 at 101 W. 31st St., New York City. A. Reddington-Samuels has left for the Pacific coast and will display new packages which have been especially prepared for America at the Tri-State convention in Seattle, Wash., July 11, 12 and 13. Potter & Moore, according to an announcement of Frank Pull, general manager of the American branch, are putting on a campaign embracing California, Oregon and Washington. A. Reddington-Samuels who will be in charge of sales was managing director of Potter & Moore Ltd. of Canada and is the third generation of Reddington-Samuels to serve the company. An interesting folder on the history of the company shows that Potter & Moore have been distillers of lavender at Mitcham, England, since 1749.

Pharmaceutical Advertising Directors Elect Officers

At the fourth annual meeting of the Pharmaceutical Advertising Directors Club, June 28, the following officers were elected:

President, A. Douglass Brewer, Ciba Pharmaceutical Products, Inc.; Vice-president, Edward B. Austin, Thomas Leeming & Co.; Treasurer, E. Walton Bobst, Hoffmann-La Roche, Inc.; and Secretary, Edward A. H. King, Crookes Laboratories, Inc.



Douglas W. Coutlee

Douglas Wakefield Coutlee, Director of Advertising, Merck & Co. Inc., who has headed the Club for the past two years, presided at the annual meeting which was followed by a dinner and entertainment. The arrangements were in charge of a special committee composed of Dr. Robert E. Spline, Bristol-Myers Co., A. Douglass Brewer, Ciba Pharmaceutical Products, Inc., and Edward A. H. King, Crookes Laboratories, Inc.

In his annual report, Mr. Coutlee announced that the membership of the Club had increased from thirty-four to forty-six, with most of the leading pharmaceutical houses represented. He also emphasized the advantages of friendly cooperation between the members in dealing with problems in their daily work and pointed out that it is the object of the Club to further good fellowship among men engaged in the advertising and promotion of ethical pharmaceuticals and, through cooperative and collective effort, to enhance the efficiency of this branch of the pharmaceutical industry.

Coty and Bourjois Obtain Rebottling Injunctions

In two suits commenced in the United States District Court for the Eastern District of Pennsylvania, Bourjois, Inc. and Coty, Inc., each secured an order against Lewis D. Levy individually and trading as the Imperial Co. of 109 N. 6th St., Philadelphia, Pa., restraining him from rebottling the plaintiffs eau de toilette and eau de cologne in the manner which was considered a violation of trademark rights and unfair competition.

The defendant had rebottled Bourjois and Coty eau de toilette and eau de cologne in such a fashion as to create the impression that same was perfume and had otherwise made use of the trade-marks "Bourjois", "Coty", "Even-

VELIZAR BAGAROFF • OTTO of ROSE

Velizar Bagaroff Otto of Rose is again available in all markets under his own label.
This quality product is especially worthy of your consideration.

Sole Agents for the United States: W. J. BUSH & CO., Inc., New York
Sole Agents for Canada: W. J. BUSH & CO. (Canada) Ltd., Montreal, Canada

OIL LAVENDER ALTITUDE

It costs more than inferior oils; — it's real Lavender.
Selected from the finest producing regions, representing the highest
standard in quality, odor, uniformity.

"*l'Oldeste Essence Distill'rs*"

W. J. BUSH & CO.

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PLYMOUTH POWDER BASE No. 7

Since the introduction of this new face powder material sales of it have constantly increased because the use of it actually represents a development in fine face powders.

Its exceptional silky, soft, smoothness, the complete absence of odor and the extremely fine particle size of it, plus its extraordinary adhesiveness actually improves a face powder in which it is used. As little as 5% added to your formula will bring about this result although it is being used in some face powder to the extent of 15% and a formula is offered showing its use in this percentage.

Samples are at your disposal and we believe that this is one of the Plymouth products which warrants a serious investigation by every face powder manufacturer because it has real merit.

A complete line of Cosmetic Raw Materials



Charles of the Ritz new make-up bar recently installed at B. Altman Co., 5th Ave., Department Store. This bar is located near the millinery and ready-to-wear departments, and customers are invited to have their cosmetics removed and receive a complete new make-up gratis. The proper shades of cosmetics are used to harmonize with the new hat or costume, and this service is offered to any woman who cares to accept it.

ing in Paris", "L'Aimant", "L'Origan", and other trade-marks which was in violation of previous court decisions. Plaintiffs announced that they would force all of the products on the market which were infringing to be immediately removed from sale. An injunction embodying the terms of the order will be issued shortly, Lewis G. Bernstein, attorney for Bourjois and Coty announced.

Federal Trade Commission Rules on Hair Preparations

Three distributors of preparations for the hair, two located in New York and one in Los Angeles, have entered into stipulations with the Federal Trade Commission to discontinue certain false and misleading representations in advertising their products.

Roy E. and Birdie B. Drannon, trading as Blon-Tone Laboratories, Los Angeles, agree to cease representing that Blon-Tone, a hair bleaching product, does not contain peroxide or ammonia. They also will discontinue use of the word "laboratories" in their trade name or in any manner to imply that they own or control a place devoted to the application of scientific principles in the preparation of their product or of any drugs or chemicals, when such is not a fact.

Battle Creek Natural Products Corporation, trading as Marvo-Ker Institute, New York, will cease advertising that Marvo-Ker, a shampoo, will correct

dryness or oiliness of the hair, stop falling hair, or remove dandruff, unless this latter representation is limited to the removal of loose dandruff scales. Other representations to be discontinued are that the product will bring health and vigor to the scalp or add new life to the hair. The respondent company further agrees to cease employing the word "institute" in its trade name to imply that it is conducting a clinic or is engaged in research work, and to stop using the words "Battle Creek" in its corporate name to create the impression that it is operating a factory or branch in Battle Creek, Mich.

Paul Westphal, Inc., New York, will cease representing that Westphal's Lusterator prevents dandruff or corrects dry scalp; that Westphal's Hair Renewer Aid checks falling hair, promotes the growth of hair and removes dandruff; that Westphal's Auxiliator is of value in preserving the beauty of the hair or in restoring its growth, and that Westphal's Veritable Hair Color Restorer will restore the color of the hair or that it is an effective remedy in the treatment of dandruff and itching scalp. The respondent company stipulates that in its advertising matter it will desist from use of the word "chemists" alone or with the word "manufacturing" to imply that chemists are regularly employed in the conduct of its business.

Kelly J. Shaddy, trading as Magic Chemical Co., San Francisco, agreed to cease advertising that Shaddy's Hair Rejuvenator will remove dandruff permanently and stop falling hair. Repre-

sentations that the preparation will promote the growth of hair and that it is the world's safest hair dressing are prohibited by the order.

Vandy, Inc., New York, formerly known as Dew Cosmetics, Inc., has stipulated to discontinue certain misleading representations in the sale of its cosmetic products, Dew Instant and Dew Ultra.

The company agreed to cease advertising either product as giving lasting protection against perspiration, or as being safe or non-irritating, or as being the original instant deodorant.

Wisconsin Institute Giving Summer Cosmetic Courses

The Stout Institute, Menomonie, Wisc., announces two courses related to cosmetics to be given as short unit courses during their forthcoming summer session. These are Home Economics 421 a, Cosmetic Hygiene, and 421 b, Teaching of Cosmetology. Both courses may be completed during the last two weeks of the session, beginning July 25 and ending August 5. They will be under the direction of Miss Florence E. Wall, lecturer at New York University. Full information about registration, fees, etc., may be obtained from the Secretary, The Stout Institute, Menomonie, Wisc.

New York Beauty Shops Under New Law

The 48 hour work week law for women employees of beauty shops in New York state went into effect July 1 in cities of 15,000 or more population. Under it no woman may work in such shops longer than 48 hours in one week nor before 7 a.m. nor after 10 p.m.

New Home of Solo Laboratories at 3450 West Lake St., Chicago

L. A. Solo, president of Solo Laboratories, has recently purchased the modern two story daylight factory building at 3450 W. Lake St., Chicago. The Solo plant and executive offices occupy the entire space. Additional new and modern equipment has been installed to take care of the company's increasing business.



New Two-story Solo Building

The American Perfumer

PURE & S.D. ALCOHOLS

One hundred years of experience behind U.S.I. products assure you of consistent purity. Fifteen U.S.I. sales divisions throughout the country are your guarantee of prompt deliveries and ready service. Insure yourself with this double protection—uniform products and efficient service—by specifying U.S.I. alcohols.

U. S. INDUSTRIAL ALCOHOL CO. 60 EAST 42ND STREET, NEW YORK
BRANCHES IN ALL PRINCIPAL CITIES

World's Largest Producers of Industrial Alcohol

WE SUPPLY THESE BOOKS

American Soap Maker's Guide (Meerbott & Stanislaus)	\$7.75	Marketing Cosmetics (Mayham)	2.65
Basic Science of Hair Treatments (F. E. Wall)	2.65	Modern Cosmetics (Chilson)	6.24
Chemical Formulary (Bennett), Vol. I	6.25	Modern Soap Making (Thomssen & Kemp)	7.75
Vol. II	6.25	National Formulary, VI	5.24
Vol. III	6.25	Non-Intoxicants (Nowak)	6.24
Chemistry of Essential Oils and Artificial Perfumes (Parry), Vol. I	12.30	Paint, Powder and Patches (H. S. Redgrove)	2.25
Vol. II	10.30	Perfumes, Cosmetics and Soaps (Poucher)	
Cosmetic Dermatology (Dr. Herman Goodman)	6.70	Vol. I, Fourth Edition	8.24
Cosmetic Formulary (Bennett & others)	3.90	Vol. II, Fifth Edition	8.24
Cosmetics and Your Skin (Dr. Herman Goodman)	1.60	Vol. III, Fifth Edition	7.24
Cream of Beauty (H. S. Redgrove)	1.75	Practical Flavoring Extract Maker (Kessler)	4.24
Custom House Guide, 1937 Edition (7 volumes in 1), including Port Sections, Reciprocal Trade Agreements, Import Commodities Index, Customs Tariff Act, Customs Regulations, American Import & Export Bulletin, monthly supplement	15.00	Preparation of Perfumes and Cosmetics (Durvelle)	10.30
Cyclopedia of Perfumery, Vols. I and II (Parry)	10.40	Record of Specially Denatured Alcohol (H. W. Eddy) Cloth Bound, 150 pages	2.15
Die Moderne Parfumerie (Mann-Winter)		Riechstoffe and Parfumerie-technik (Winter)	
In German	RM24.00	In German	RM32.00
Flavors and Essences (Gazan)	\$10.20	Scent and All About It (H. S. Redgrove)	\$1.35
Flavouring Materials, Natural and Synthetic (Clarke)	3.15	Scientific American Cyclopedia of Formulas	5.75
Formulaire de Parfumerie—Vol. 3 (Cerbelaud)	Fr.220.00	Soap (Simmons)	1.10
Handbuch der Gesamten Parfumerie und Kosmetik (Winter) in German	RM84.00	Spices and Condiments (H. S. Redgrove)	4.65
How to Sell Cosmetics (Edyth T. McLeod)	\$2.15	Treatment of Common Skin Diseases (Dr. Herman Goodman)	5.24
Industrial Chemistry of Fats and Waxes (Hilditch)	6.24	Truth about Cosmetics (McDonough)	5.25
Le Livre du Parfumeur (Cola) in French	Fr.500.00	Twentieth Century Book of Recipes, Formulas and Processes	4.24
Lexicon der Kosmetischen Praxis (R. Volk and Dr. Fred. Winter)	RM80.00	U. S. Dispensatory, XXII	15.25
Manual for the Essence Industry (Walter)	\$4.15	U. S. Pharmacopoeia, XI	5.24
Liquor Chapters Supplement	.75	Volatile Oils, The (Gildemeister-Hoffman), Vol. II	10.30
		Vol. III	10.30

Above prices include postage in United States and Canada. Foreign postage extra. Prices quoted in foreign exchange subject to rate of exchange on day of receipt of order. Please remit with order.

ROBBINS PUBLICATION BOOK SERVICE

9 East 38th Street, New York City

Gayety Marks Second Bims Golf Tournament

Informal gayety marked the dinner following the second golf tournament of the Bims at the Winged Foot Country Club, Mamaroneck, June 21. A



Martin Schultes

rising vote of thanks was tendered to Martin Schultes, chairman, for the success of the affair. Golf prizes were awarded to F. L. Lueders, Monroe Dreher, William Zimmerman, J. A. Blakney, Samuel Jones, Charles Darr, Peter Forsman, Charles McCauley, Joseph Macomber, Milton Kaylor, Fred Webster, Frank Graham, Edward Mushekan, J. Henry Brown, W. J. Alley, Edwin Jacobi and Charles Tanner.

New Ingredient in Listerine Tooth Paste

Introducing a new ingredient, a detergent, in Listerine tooth paste, the first major change in the formula since it was placed on the market 20 years ago, the Lambert Pharmaceutical Co., St. Louis, Mo., July 1, began an intensive sales campaign. A redesigned tube and carton and a new color scheme ushered in the new tooth paste. An introductory offer enabled the consumer to purchase two tubes for one cent plus the established price of 25 cents per tube which latter price will be continued.

Gale Mfg. Co. Combines with Staufer Mfg. Co.

The Gale Mfg. Co., manufacturers of flavoring extracts, St. Louis, Mo., has consolidated with the Staufer Mfg. Co., manufacturers of salad dressings. The new company will be known as the Gale-Staufer Co. with Dewey C. Alfeld as president and general manager. A new building will be occupied in the autumn.

Recent F. T. C. Rulings Affect Cosmetic Companies

Colonial Dames Co. Ltd., Hollywood, Cal., and others have been directed to discontinue use of the words "Colonial Dames" in corporate names or in any other manner without using the words "Not connected with any society" in immediate conjunction therewith. Other stipulations of the Federal Trade Commission were made with Lever Brothers Co., Cambridge, Mass.; Hindu Products Mfg. Co., Chicago; White's Specific Toilet Co., Nash-

ville; and Norzel's Beauty Products Mfg. Co., Syracuse, to discontinue misleading advertising.

New Plant For Lever Brothers

Lever Brothers Co., Cambridge, Mass., has acquired an 80,000 square foot plot of land in that city on which it plans to construct an administration building.

Charles of the Ritz Protects Its Name

By a final consent decree Ike Kempner & Bros. Inc., and Charles Thomas Cartwright of Little Rock, Ark., have been permanently enjoined "from using the trade marks and names Charles of the Ritz, or Charles at the Ritz, or any name or combination, which includes the word Ritz as a part thereof, as trade name of a beauty or hair dressing salon."

The gist of the complaint of Charles of the Ritz brought in the U. S. District Court for the Eastern District of Arkansas consisted in the complaint that the defendants were using the name Charles, Ritz Beauty Salon and as result of the decree this use has been stopped.

In similar litigation brought by Charles of the Ritz in the U. S. District Court for the Southern District of Texas, C. B. Lee was enjoined in a Consent Decree signed April 11, 1938 from using the name Ritz Carlton for a beauty salon.

Charles of the Ritz has evinced its determination to stop by all proper legal means any unfair use of the name Ritz or Ritz Carlton for a beauty salon or for beauty preparations.

Rodrigues Co. Moves Its Offices

The John H. Rodrigues Co., essential oil broker, headed by Percy Anderson is now located in Room 1302, 135 William St., New York City. The firm had previously been located on the eighth floor of the same building. Mr. Anderson, well known in the drug and essential oil business has been operating the brokerage business of the late J. H. Rodrigues since December 1931.

James V. Griffith & Sons to Offer Complete New Line

James V. Griffith & Sons, Tacoma, Wash., announce that they will soon move to new, larger quarters and will concurrently release a complete line of cosmetics and perfumes. Mr. Griffith, head of the organization, has just recovered from a six-months' siege of illness.

Buffalo Awards 25 Degrees in Pharmacy

The University of Buffalo granted 22 degrees of Graduate in Pharmacy and three degrees of Bachelor of Science in Pharmacy at the 92nd annual commencement, on Wednesday, June 8.

Modern Beauty Laboratories Changes Firm Name

Moderne Charme Laboratories is the new name of the old Modern Beauty Laboratories operated by Pearl S. Wharton in Lafayette, Ind.

Parke Davis & Co. To Build New Plant

Parke Davis & Co., Detroit, Mich., is planning to construct a new six story brick building which will cost, including machinery and equipment, more than \$100,000.

WORLD MARKETS

ALTHOUGH the subject matter is far afield from the cosmetic, perfume, and toilet preparations industry, we present in the 4-page colored insert opposite, description of a book by Hendrik Willem Van Loon for R.C.A. with interesting sketches of far lands.

The exotic appeal that Hendrik Willem Van Loon has used in these remarkable sketches is of direct interest to this industry since so many of the various essential oils and raw materials come from foreign climes.

In view of the fact that cosmetic manufacturers reach into distant realms for interest appeal, this insert is of further significance.

Van Loon's Story of Radio

Twelve illustrations from RCA booklet and an introductory note by Hendrik Willem Van Loon

WHEN RCA asked me to write something about the role that radio and especially short-wave radio will play in the lives of the coming generation, one thought struck me forcibly. We have often felt sorry for ourselves and asked why we had to be born in an age quite as drab and commonplace as our own. But, I am sure that if we took the trouble to find out more about the epoch-making developments of our own time, we should discover explorers and explorations in the twentieth century quite as picturesque as those of four or five hundred years ago.

This thought was confirmed in my preparation of "A Short-Wave Journey of Discovery". Radio has penetrated

into lands beyond every horizon. In my illustrations I have tried to suggest these exciting travels, and to develop the imaginative appeal which the miracle of radio holds for everyone.

If they succeed, they may revise our time perspective to bring color into the present age.

HENDRICK WILLEM VAN LOON



Cover design shows temple in island of Bali, Dutch East Indies, which is linked to the continents of both hemispheres by short-wave.



MOSCOW

VATICAN CITY



Chief illustrations of RCA's "A Short-Wave Journey of Discovery" are these characteristic Van Loon vignettes, sympathetically reproduced in four-color offset lithography by the NATIONAL PROCESS COMPANY, NEW YORK.

VENEZUELA



HAVANA



FRANCE



ITALY



HOLLAND



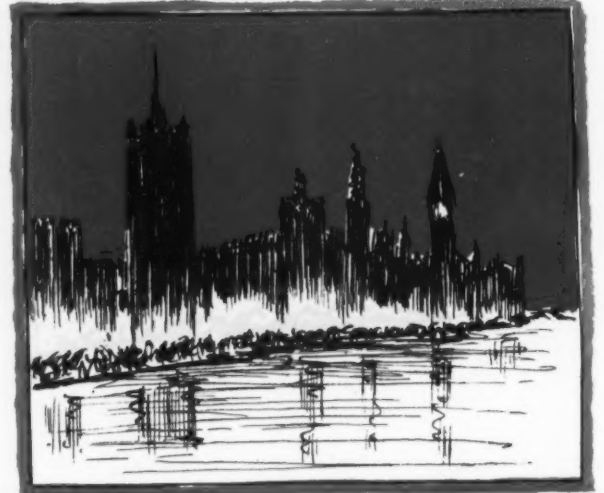
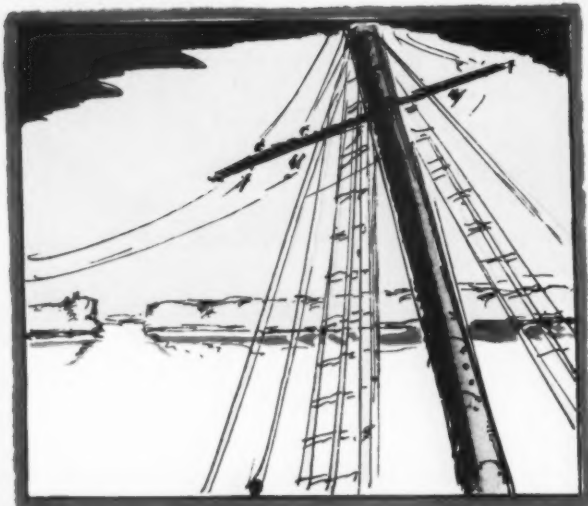
GERMANY



AUSTRALIA

TOKYO

LONDON



HYDROCOL

This product is one of the most satisfactory emulsifiers on the market.

It is extremely simple to handle and will give a cream with a pH number below 7.

If this product is of any interest to you we will be glad to submit an adequate sample and formula for its use.



ARTHUR A. STILWELL & CO., Inc.

Importers • Exporters • Manufacturers

601 W. 26th St.,
350 N. Clark St.,

NEW YORK
CHICAGO

"An Unimpaired Record Since 1878"

Your own brand of cosmetics . . .

must bring you a satisfactory profit—but above all must possess merit and distinction.

Our own formulas are the result of thirty years of experience—but we can develop your formulas if you so prefer.

You can buy our products in packages completely finished for resale, or packaged but not labeled, or in bulk if you want to do your own packaging.

Check in the appended list the items you wish to stock, or send for one of our confidential price lists. This carries no obligation to purchase.



We list only the fast selling items. If what you need is not listed, let us know and we will advise you promptly regarding it!

CREAMS

Acne
All Purpose
Bleach
Cleansing
Cocoa Butter
Cold
Foundation
Lemon
Tissue
Beauty Mask
Clay Pack
Deodorant

SUNDRIES

Rouge Compact
Lip Sticks

Sundries (Cont'd) Liquids (Cont'd)

Cream Rouge
Eye Shadow
Dusting Powder
After Shave
Lotion
Deodorant

LIQUIDS

Perfumes
Toilet Water
Shampoo
Hair Tonic
Lotions
Skin Tonics
Astringent
Brilliantine
Powder Base
Muscle Oil

FACE POWDER

More than 70 shades of the highest grade in Light, Med. and Heavy weight carried in stock. The quality of our Face Powder has a world wide reputation.

The **Klinker**
MFG. CO.

9200-9210 Buckeye Rd., Cleveland, Ohio

Second U. S. P. Supplement Ready Next January

At the recent meeting of the U.S.P. Board of Trustees, authority was given for the publication of the Second U.S.P. XI Supplement. It is hoped that this can be printed and released on January 1, 1939.

Preparation for the supplement has been under way for months and sub-committee chairmen will be in a position in the near future to submit reports on a number of revised texts. The sub-committee on Scope is also considering the admission of a number of additional important new drugs.

The U.S.P. Board of Trustees modified the original plan for the issuance of *annual supplements* before the "First Supplement" was issued, on the ground that a more flexible plan seemed necessary. They became convinced that in some years circumstances might make it necessary to issue a new supplement before twelve months had passed, while under other conditions an additional supplement might not be required for several years. The board therefore announced, through the medical and pharmaceutical press, about a year ago, that new U.S.P. Supplements would be issued whenever in the judgment of the Committee of Revision and Board of Trustees, conditions made this desirable.

Kenneth Baxter Now Executive of No-Kap Closures

Elton C. Church, President of No-Kap Closures (U.S.A.), Inc., Providence, R. I., announces the appointment of Kenneth Baxter as an executive of the company. Mr. Baxter sailed for London on the *Laconia* June 11, and will be abroad for about a month in connection with the business of No-Kap Closures Ltd., the British affiliate of the company. Mr. Baxter is a son-in-law of the Late Capt. Albert H. Church, former Managing Director of No-Kap Closures (U. S. A.), Inc.



Kenneth Baxter

Cal-Juices, Inc. Organized in Calif.

Cal-Juices Inc. has been organized by the Mutual Orange Distributors, Los Angeles, as a subsidiary corporation and will deal in citrus fruits and concentrates. A \$250,000 plant for processing orange juice,



THE MARRIAGE OF THE PRINCE JAYA

Chamarajendra Wadiyar, the heir apparent to the throne of Mysore State, India, to Princess Satya Prema Devi, daughter of the Rani of Jigni and sister of H. H. the Maharaja of Charkhari State, was recently celebrated at Mysore with much pomp and pageantry, as shown in the accompanying illustration. In Mysore State, sandalwood oil used all over the world is produced. W. J. Bush & Co., Inc., New York, are the official distillers and distributors of Mysore State sandalwood oil for the United States. W. J. Bush & Co. (Canada) Ltd. are sole agents for Canada and the Maritime Provinces.

lemon juice and concentrates is now under construction at Anaheim, Calif. Sales for Cal-Juices Inc. will be under the direction of Mutual Orange Distributors, who will organize a new company for this purpose. Alfred Gabrielsen has been appointed sales manager.

F. T. C. Orders in Marve and Tarex Cases

The Federal Trade Commission has issued a cease and desist order against Marve Beauty Laboratories, Inc., New York, to stop representing that Marva liquid skin peel is a new, harmless product that will remove blemishes and signs of age visible in the epidermis including pimples, blackheads and other skin ailments. The Tarex Co., Los Angeles, was ordered to stop representing that its skin remedies sold under the name of Tarex constitute effective cures for psoriasis in any form or for all known marks of skin ailments such as lesions, pimples, blisters or fissures.

Pinaud Inc. Awarded Permanent Injunction

Pinaud Inc., New York, was awarded a permanent injunction decree in the Supreme Court against Gerard Siano, doing business as C. & O. Mfg. Co. in West New York, N. J. The decree enjoins Mr. Siano from selling any hair tonic "colored red" or bearing a label containing the words 'Eau de Quinine'. Because Pinaud's trade-mark "Eau de Quinine" has for so many years been associated in the minds of millions of users as a red colored hair tonic, the language of the decree also enjoins Mr. Siano from

selling a red colored hair tonic containing even the word "Quinine" on its label.

Census On Retail and Wholesale Trade

Recognizing the growing need for current information on retail and wholesale trade, the Bureau of the Census is undertaking, immediately, a survey of business on a major sample basis for the first quarter of 1938 and for each quarter of the calendar year 1937.

Felton Appoints New Canadian Representative

Felton Chemical Co., 603 Johnson Ave., Brooklyn, N. Y., announces the appointment of a new Canadian representative, the Lewis-Adcroft Co., 353 St. Nicholas St., Montreal, Canada. The company will conduct a sales agency for Felton in the entire Dominion and will carry complete stocks of Felton aromatics, raw materials and flavoring materials.

Perfumes Compounded and Packed Here Are Not "Imported"

Dermay Perfumers, Inc., New York, has been directed by the Federal Trade Commission to discontinue representing, through use of the word "factory," or in any other manner, that it manufactures the perfumes and other toilet preparations sold, unless and until such is a fact; to discontinue passing off perfumes compounded and packed in the United States as imported perfumes; and to discontinue representing, through the

TROUBLED...

...with Mold?

use *Jegosept M*

(methyl p-hydrobenzoate)—
preservative for gum and quince
lotions and all greaseless
products.

...with Rancidity?

use *Jegosept P*

(propyl p-hydroxybenzoate)—
preservative for creams and all
cosmetic preparations containing
oils.

BRANCHES:

ATLANTA...432 MARIETTA ST., N. W.
BOSTON.....80 BOYLSTON STREET
CHICAGO...325 WEST HURON STREET

Th. GOLDSCHMIDT Corp.

153 WAVERLY PLACE • NEW YORK

BRANCHES:

LOS ANGELES....2260 EAST 15th ST.
ST. LOUIS....4910 WEST PINE BLVD.
TORONTO.....372 BAY STREET

MR. ALEXANDER SAYS



MAKE MONEY THE MODERN WAY

Smart men are making more cosmetic profits the modern CARLOVA way. They are giving all their time and efforts to active, aggressive selling—and letting CARLOVA handle the production end. Try this modern way and be convinced. Send us your containers and labels—we'll do all the rest on a modest cost plus basis. And you'll know your cosmetic products are made right—for immediate and repeat-sale appeal.

PERFUMES : TOILET WATERS : ALL TYPES OF CREAMS
BRILLIANTINE : NAIL POLISH : ALL TYPES OF LOTIONS
HAIR TONIC : TALCUM : ALL TYPES OF POWDERS

CARLOVA INC. BINGHAMTON NEW YORK

COLOR

LET US SOLVE!
YOUR PROBLEM!

ANILINE COLORS

For Perfumes, Soaps, Shampoos,
Bath Salts, Toilet Preparation Com-
pounds. Nail Polish, Waveset and
Permanent Wave Lotions.

COSMETIC COLORS

For Rouges, Face Powder, Lipsticks.

CARMINE No. 40

SAPONINE

—the Perfect Foam Producer

ALSO

CERTIFIED FOOD COLORS



Eastern Representatives: Wm. J. Stange Co., Chicago, Ill.

LEEBEN CHEMICAL CO., Inc.

Successors to H. LIEBER & CO., Inc.

389 Washington St., New York, Tel.: WALKER 5-0210-0211

use of fictitious price markings, or in any other manner, that its products have retail values in excess of the prices at which they are customarily sold.

Stipulations to cease and desist from false and misleading advertising were entered into with Calmas Products, Hollywood, Calif., Alma Woodward Products Corp., New York, N. Y.; and the Paragon Distributing Corp., New York, N. Y.

Ben Cole Laboratories Expanding Operations

The Ben Cole Laboratories are now located at 624-628 S. Paulina St., Chicago, Ill. Cosmetic specialties for the barber and beauty shops will be manufactured in addition to Gro-Tex hair lotion and shampoo.

S. L. Antonow Seeks Aid For Retail Druggists

Samuel L. Antonow, president of American Druggists Syndicate, Inc., Long Island City, N. Y., in an effort to secure loans for small retailers, recently sent a letter to every retail druggist in America asking him to co-operate by answering the following questions: 1) "Are you in favor of government loans to deserving retailers? 2) Can you use profitably additional capital?" As soon as the answers are compiled Mr. Antonow plans to see the proper officials in Washington on this matter. He feels that many retail druggists are handicapped by mortgages and limited credit, and for this reason are no longer "independent druggists".

Big Six Laboratories Opens Plant in Charlotte

The Big Six Laboratories, manufacturer of toilet preparations and barber supplies, has opened a plant at 1534 East Blvd., Charlotte, N. C. N. P. Healey is manager and R. L. Lackey is chief chemist.

F. W. Fitch Co. Enforcing Fair Trade Agreements

The F. W. Fitch Co. has obtained an injunction in the New York Supreme Court restraining the Beaux Arts Chemists Corp., also known as Steinbrook Pharmacy, from selling its products below fair trade prices.

Does Wheeler-Lea Act Include Sales Talk?

Overzealous claims by salesmen may get advertisers into difficulties under section 12a of the Wheeler-Lea Act, according to James A. Horton, chief examiner of the Federal Trade Commission. No definite de-

cision has been reached on this point, but Mr. Horton says that the new law gives the F. T. C. sole determination of the facts in each case and that an advertiser might thus be held responsible for overzealous claims of salesmen under section 12a. That section makes it unlawful "to disseminate or cause to be disseminated any false advertisement by any means for the purpose of inducing or which is likely to induce directly or indirectly the purchase in commerce of food, drugs, devices or cosmetics."

Florasynth Laboratories Erecting New California Plant

Florasynth Laboratories, New York, N. Y., announces that it will shortly begin the erection of a new factory building at 4659 Hollywood Blvd., Los Angeles, Cal. The new structure will be one story high but will make available to the company 10,000 sq. ft. of space for manufacturing and offices. Under the direction

of Dr. Alexander Katz the Pacific coast business of the company has shown substantial progress and the new building will enable it to keep pace with the growing demand for its products. Plans for the new structure were approved at a conference of the officers of the company in January.

OBITUARY

Edward Otis Goss

Edward Otis Goss, president of the Scovill Mfg. Co., Waterbury, Conn., died at his home there July 5 at the age of 72 years. After being graduated from the Massachusetts Institute of Technology in 1887, he joined the Scovill organization as a draftsman. He was made a director in 1898; assistant treasurer in 1900; general manager in 1911; vice president and treasurer in 1918; and president in 1920. Under his presidency, the company expanded enormously. He is survived by his widow and three sons.

HERE and THERE

► Leland P. Symmes, newly elected president of the Flavoring Extract Manufacturers' Association is a lawyer by profession. Mr. Symmes was born in Beverly, Mass., Nov. 24, 1891 where he attended the public schools being graduated from the Beverly High School in 1910. Subsequently he attended Tufts College from which he was graduated in 1917. The law appealed to him and he entered the Suffolk Law School from which he was graduated in 1925. The following year he was admitted to the Massachusetts bar. The interest and action to be found in business made a stronger appeal to him than the law and so in 1926 he joined the Baker Extract Co. as sales and advertising manager. Ten years later he was elected vice president of the company. He is a member of the Liberty lodge of Masons of Beverly, the Springfield Kiwanis Club, the Trinity M. E. church and the American legion. He resides in Springfield with his family consisting of his wife and son Robert.

► Harry E. Pfaltz has moved his offices and laboratories from 209 W. 19 St. to larger quarters at 69 Seventh Ave., New York City.

► Kenneth E. Robbie who has been associated with the International Folding Paper Box Co., North Bergen, N. J., for more than six years has joined the

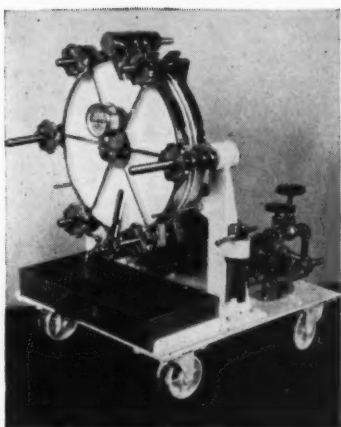
J. S. Turner White Metal Co., New Brunswick, N. J., where he will devote much of his time to sales work. Mr. Robbie was graduated from Dartmouth College in 1928 and has been active in sales work ever since.

► B. W. Railey has been elected vice president and director of Colgate-Palmolive-Peet Co., Jersey City, N. J.

► Dr. James M. Doran, former Federal prohibition enforcement officer who has served almost continuously as head of the Distilled Spirits Institute since repeal, has resigned as acting head of the Institute. The resignation is to take effect September 1. Dr. Doran will continue as technical consultant.

► Charles Miklonis is now in charge of the main office of Parfums Lengyel, 610 Fifth Ave., New York, N. Y.

► E. P. Helmbold, who is known throughout the beeswax industry, is a son of the late Henry T. Helmbold who was one of the most colorful men in the early days of the drug and patent medicine industries. The latter established a drug store in Philadelphia in 1850 and William R. Warner at the time was associated with him. Subsequently he established other branches in New York and elsewhere and be-



LOOK AT THE ADVANTAGES OF THIS ALL-PURPOSE ASBESTOS DISK BENCH MODEL FILTER

... for the small plant—also ideal for experimental work in large plants.

.. Completely portable, with built in pump and motor.

.. Two gallon a minute pump capacity.

.. Capacity can be easily doubled by adding two additional rings.

.. Plug to an electric socket, and the machine is ready to operate.

For proof of this remarkable all-purpose filter send us a sample of your liquid for demonstration. Send it TODAY!

ERTEL ENGINEERING CORP.

DEPT. F • 120 EAST 16th ST., NEW YORK, N. Y.

Manufacturers and Designers of Liquid Handling Equipment ... Asbestos Disk Filters ... Neutral Asbestos Filter Disks ... Portable Mixers ... Bottle Fillers ... Glass lined and Stainless Steel Tanks ... Hand Bottle Cappers.

Made from the world's finest
crude beeswax.

Chemically tested for quality and
purity.

Bleached by sun and air—nature's
own method.

BEEHIVE BRAND

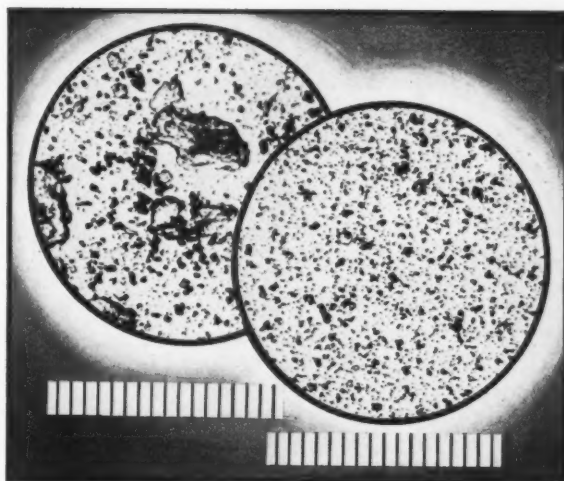
Beeswax

And because of its superior quality
you can use less and still get a
finer finished product. Guaranteed
pure...guaranteed always the same.

Will & Baumer Candle Co., Inc.
Established 1855
SYRACUSE, NEW YORK

Spermaceti Yellow Beeswax
Composition Waxes Ceresine Red Oil Hydriate

July, 1938



Each Interval equals Ten Microns

Finer, Softer FACE POWDERS WITHOUT NEED OF FURTHER PROCESSING

The two photomicrographs above each show 375X magnification, reduced approximately 45% in photo engraving. No. 1, at left, shows a fair, average coloring ingredient. No. 2, at right, is our MICRONIZED Face Powder COLORS.

To reduce it to the degree required for finer, softer face powder, No. 1 must be further processed—at your expense. Unless this is done, the coloring is apt to streak when applied to "milady's" face.

No. 2, our MICRONIZED Face Powder COLORS, is already so fine and soft that further processing is unnecessary. Incorporated into your face powders, this coloring will not streak—and will not jeopardize good will and put the user in a mood to turn to another brand.

For nearly half a century we have been producing Better
BASIC MINERAL INGREDIENTS
TALC • CLAYS • COLORS

*Samples and prices will be sent gladly
upon request—and without obligation.*



Established 1890

WHITTAKER, CLARK & DANIELS, INC.

260 West Broadway

New York City

gan the manufacture of patent medicine which was widely advertised. Mr. Helmhold acquired a fortune and for years maintained a show place in Long Branch and won fame as the owner of a racing stable.

► George W. Merck, president of the chemical manufacturing firm of Merck and Co., Rahway, N. J., received the



George W. Merck
Science, June 8.

degree of Pharmacy, honoris causa, for his outstanding services in the fields allied to public health in the development of newer medicinals, at the 116th annual commencement of the Philadelphia College of Pharmacy and

► Francois Nazare has been appointed sales manager of Parfums Schiaparelli, New York.

► Joseph Danilek has been appointed to the newly created post of controller at Elizabeth Arden Sales Corp. Mr. Danilek was formerly controller of Helena Rubinstein.

► George L. Ringel, vice-president of Fritzsche Brothers, Inc., New York, sailed June 18th on the *Conte di Savoia*, accompanied by Mrs. Ringel, his sister-in-law, Mrs. Margaret Parks, and the latter's daughter, Suzanne. Arriving at Naples, they plan to include in their tour, a visit to the Fritzsche Brothers' extraction plant at Seillans, France. For Mr. Ringel the trip will combine vacation and business. He expects to return on the *Queen Mary* in about six weeks.

► Harry J. Schnell, publisher of the *Oil, Paint & Drug Reporter*, New York City, who has been active for many years in the allied fields covered by that old established publication, was honored by Rutgers University this year with the degree of Doctor of Pharmacy.

► Frank L. Caron, a graduate of Massachusetts State College has joined the chemical sales division of Pfaltz & Bauer Inc., New York City, as has also Arthur Smith, who was graduated from the Massachusetts Institute of Technology.

► Prince Serge Obolensky of Parfums Chevalier Garde, Inc., New York, sailed for England last month as the company's "Good Will Ambassador" to attend the opening of the Chevalier Garde line in London, and carrying many

gifts for his English friends. Among these is the largest size bottle of H.R.H. perfume which was dedicated to the Duchess of Kent, and Prince Obelensky will present this personally to the Duchess.

► Dr. A. Kaufmann of Usines del'Al-london S. A., La Plaine, Switzerland, who has been in ill health for the past four years is now greatly improved.

► Gail W. Fitch, advertising manager of F. W. Fitch Co., Des Moines, Ia., has been elected president of the Des Moines Advertising Club.

► Pierre Dhumetz is now associated with Compagnie D'Argeville, D'Argeville, France.

► H. V. Coquist of the American Can Co. was one of the survivors of the train wreck at Custer Creek, Montana, June 19.

► Nat Winarick, secretary and chief chemist of Ar. Winarick, Inc., New York, recently visited the company's Canadian plant in Windsor, Ont.

► Mrs. A. D. Armstrong, widow of the late Arthur Armstrong, secretary of Fritzsche Brothers, Inc., New York City, is spending the summer in Europe.

► Samuel Rodgers of Plaskon Inc., returned June 19 from an extended trip through South America. Much of the trip was made by airplane and in Venezuela Mr. Rodgers was in an accident. Although two of the passengers were seriously injured and a third was killed he escaped unhurt.

► Frederick C. Theile, president of P. R. Dreyer, Inc., New York City, is planning a vacation at the end of this month. He and his family will motor through the Adirondacks.

► Howard L. Ross, founder and president of Lesquendieu, Inc., and later vice-president of Lehn & Fink Inc. when that company acquired the Lesquendieu business, has joined W. L. Stensgaard & Associates as vice-president in charge of the New York office. Before joining the Stensgaard staff, Mr. Ross was president of Sparklets Corp.

► M. Henri Bertie is now associated with the Bertie D'Uchizy organization in New York in an executive capacity. Mr. Bertie has previously been with the Bertie-Paris organization, and was actively associated with the recent research development on that line.

► Roy M. Singer, of R. M. Singer Laboratories, Los Angeles, Cal., accompanied by Mrs. Singer, motored from

Los Angeles to New York May 11, making numerous stops on the way. The trip took about one month. It was Mr. Singer's first trip east and much time was spent visiting places of interest. The return trip was made June 22 by way of Canada.

► A. C. James, president of A. C. James & Co., New York City is back at his desk again after a month's absence, two weeks of which were spent in a hospital where he underwent an operation.

► William J. Corin of the traffic department, of George Lueders & Co., New York City, has become a member of the firms' Twenty-Five Year Club. He was presented with a pin and a gold watch for his many years of service with the company.

► Louis Keidel and Leon Cotnareann have been elected directors by Coty Inc., New York City.

► A. L. van Ameringen, president of van Ameringen-Haebler, Inc., sailed for Europe on the *Normandie* late in June for his annual trip to European centers. He plans to visit his family in Holland after concluding business matters, and will return home about August 1.

► J. C. Hindle, B.Sc., director of Standard Synthetics, Inc., London, England, accompanied by Mrs. Hindle, arrived on the



J. C. Hindle

Queen Mary, June 20 for a business and pleasure visit to the United States. It was Mr. Hindle's first trip to the United States and much time was spent visiting places of interest in the Metropolitan section. He also called on the trade and was gratified with the reception accorded him. The object of the trip was primarily to establish an American agency. The return trip was made on the *Aquitania*, June 29.

► Robert L. Hutchin has been appointed New York sales manager for the Commercial Solvents Corp.

► Count Waldemar Armfelt, Los Angeles, Cal., is now representing the Schiaparelli line of perfumes on the Pacific coast.

► Otto Cohen, sales manager of Charles of the Ritz, sailed for Europe June 11. He is working with the Paris and London offices of the company on sales promotion as well as expansion of sales in Italy and Cairo, Egypt.

**IT IS SO EASY
TO GET HIGHEST QUALITY
OIL OF BERGAMOT**

Simply ask to see the original package. The Law requires that all Bergamot production in Italy be deposited in its warehouse . . . and the coppers and cases clearly marked for easy identification. This is for your protection and is your guarantee of the real product—a product that has been untampered with.

We export through old established firms. We also have our own commercial office which ships Oil of Bergamot, in any quantity, to purchasers throughout the world. Your inquiries Invited.

**CONSORZIO PROVINCIALE AGRUMICULTURA
SEZIONE BERGAMOTTO
REGGIO CALABRIA, ITALY**

BERGAMOT OIL

ORIGINAL

CONSORTIUM PACKAGES

TERPENELESS & CONCENTRATED OILS

HAND PRESSED LEMON ITALIAN	CEDARLEAF AMERICAN
HAND PRESSED ORANGE ITALIAN	WORMWOOD AMERICAN
HAND PRESSED MANDARIN ITALIAN	ORANGE CALIFORNIA
NEROLI PETALE ITALIAN	TANSY AMERICAN
SWEET ALMOND ITALIAN	PEPPERMINT REDISTILLED

**CITRUS and ALLIED
ESSENTIAL OILS CO.**

55 E. 11th Street, New York, N. Y.

*Official Stock Distributor for Consorzio Provinciale
Agricoltura Sezione Bergamotto Reggio Calabria,
Italy.*

**TRY THESE
NORTHWESTERN ESTERS
IN YOUR PRODUCT**

**AMYL BUTYRATE
ETHYL BUTYRATE
ETHYL BENZOATE
METHYL BENZOATE**

YOU WILL BE PLEASED WITH THE RESULTS

The NORTHWESTERN CHEMICAL Co.
INCORPORATED 1882 WAUWATOSA, WISCONSIN
THE LARGEST MAKER OF BUTYRIC ETHER IN THE WORLD

CANADIAN NEWS

Canadian Association May Change Name

Another successful convention of the Association of Canadian Perfumers and Toilet Goods Manufacturers was written into the records of this ten-year old national association with a two-day session at the General Brock Hotel.

C. G. Carmichael, Gordon & Gordon Ltd., Toronto, was named president succeeding W. L. Linton, Northrop & Lyman Co. Ltd., and other officers elected were Andre Borel, Montreal, first vice-president; N. F. Dahl, Toronto, second vice-president; J. Marvin Shaw, treasurer; and Henri Marceau was re-elected secretary.

In his opening address to the convention President Linton expressed the need for a better and not a bigger association. He reviewed the events of the past year and outlined a number of suggestions for the members to discuss during the meetings. He urged closer co-operation with the proprietary association and the pharmaceutical manufacturers association. Higher membership fees, he thought, would be desirable in order to place the association in a strong financial position.

The activities of the Montreal group were reported to the convention in a letter from Andre Borel, who was unavoidably absent, which was read by J. G. Stenhouse. The Montreal association commended the good work of the freight rate committee in securing the concession which allowed mixing toilet goods articles with pharmaceuticals for car-load shipment. Secretary Henri Marceau reported the membership at 125, composed of 72 active members and 53 associate members. Members voted to raise the membership fee and to restrict the associate membership at the present to those already enrolled.

The proposal to change the name of the association was discussed and after hearing several helpful suggestions such as "The Canadian Toilet Goods Association," "Toilet Goods Manufacturers Association," and similar names it was decided to leave the matter in the hands of the executive committee.

On the second afternoon an interesting addition to the program was an extended tour through the main plant of the Cellucotton Products Co. in Niagara Falls, N. Y. The new officers of the association were introduced at the

annual banquet on the second night, and dancing followed.

Canada Retains Its Cosmetic Tax

With the majority of concessions in the sales tax exemptions being made in the building trades, it was a keen disappointment to the toilet goods manufacturers and retailers in Canada this month to have the budget brought down in Ottawa without any reference to the 10 per cent cosmetic tax on toilet goods. After making strong representations to Hon. Charles Dunning, Minister of Finance, the perfumery and toilet goods industry was confident that some action would be forthcoming to lower the tax on cosmetics, etc. The budget speech which was delivered a week after the annual convention of the Association of Canadian Perfumers and Manufacturers of Toilet Articles was held at Niagara Falls and did not give the

association an opportunity to plan a new appeal.

Further collective effort to secure a withdrawal of the tax is not anticipated immediately.

Hinds Offers Bandana as Summer Deal

A special deal this month by A. S. Hinds Co. (Canada) Ltd. features an offer of a large bandana in a popular paisley pattern with every large bottle of Hind's Honey & Almond Cream.

Lambert Pharmacal Co. Planning Sales Campaign

G. Russell Hogg, managing director of the Lambert Pharmacal Co. (Canada) Ltd., was in Vancouver this month planning a special merchandising drive. He travelled by plane by way of U. S. Airlines. Air travellers in Canada anticipate the opening of the Transcontinental air lines late this summer.

TO WORK FOR LOWER ALCOHOL TAX

[Continued from page 33] broadcaster then appeared in person and gave imitations of well-known public speakers and radio artists. Dancing followed until an early hour the next morning.

During their spare time, members enjoyed to the full, as guests of the association, the myriad of amusements from rolling chairs and bathing to the piers and night clubs provided at the Nation's playground. In fact, the whole party spent Monday evening at the famous Club Babette where a steak dinner and floor show was enjoyed.

WINNERS OF GOLF PRIZES

Despite rain, a hardy band of golfers went out on the links for two afternoons: the first to qualify; and the second to compete in the annual tournament. At the annual banquet, prizes were awarded in the following order: Pierre Dammann, A. C. Burgund, John Dilworth, Frank Green, Ralph Sethnes, A. R. Turner, Philip Heuisler, Jr., Ralph Stevenson. Ray

Caulk, D. P. Blount, C. E. Langfield, and Percy S. Storr.

Among those present were:

Mr. and Mrs. George M. Armor, McCormick Sales Co., Inc., Baltimore, Md.; M. C. Albrecht, The R. T. French Co., Rochester, N. Y.; George F. Applin, Mallinckrodt Chemical Works, Philadelphia, Pa.; L. H. Allyn, Mr. and Mrs. H. W. Heister, G. J. Waeglin of Geo. Lueders & Co., New York; Thomas M. Bennett, Jr. and J. F. Whitescarver of United States Industrial Alcohol Sales Co., Baltimore, Md.; D. P. Blount, Certified Extracts, Inc., New York; Mr. and Mrs. E. L. Brendlinger, Miss Alice B. Custer, Mr. and Mrs. M. F. Benner of The Dill Co., Norristown, Pa.; Mr. and Mrs. F. M. Boyles, Mr. and Mrs. John H. Beach, Mr. and Mrs. Gordon R. Smith, and Mr. and Mrs. J. M. Wenneis of Seeley & Co., Inc., New York; Leslie Beggs, Styron Beggs Co., Newark, Ohio.

George H. Burnett, Joseph Burnett Co., Boston, Mass.; A. C. Burgund, Carr-Lowrey Glass Co., New York; J. H. Carr, Anchor Hocking Glass Co., Long Island City, N. Y.; William Cook, Baltimore, Md.; R. F. Caulk, V. E. Williams, and G. F. Pauley of Monsanto Chemical Co., New York; M. Cortizas and R. Caggigal of M. Cortizas Co., Philadelphia, Pa.; Dr. and Mrs. J. George Davidson, Carbide & Carbon Chemical Corp., New York; Dr. and Mrs. Clarke E. Davis, Charles [Continued on page 74]

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NEW YORK MARKET

IT is not likely that raw materials used by perfumers, soap makers, and the cosmetic trade will be affected immediately by the recent developments in commodity and security markets. Sentiment was considerably better over the latter part of last month, however, with the possibility of the Fall upturn appearing somewhat earlier than usual this year.

The improved feeling among dealers and manufacturers was based on a number of factors. After an extended period of reductions most of these articles might readily be considered attractive in price. The smallness of stocks in the hands of consuming manufacturers might also be taken into consideration; and there is considerable discussion concerning the government's spending program and the effect which it is likely to have on these articles.

Anise and Cassia

Among the principal developments in essential oils over the past month was the sudden and complete reversal in the trend of anise and cassia. The action of the latter appeared to be entirely sympathetic since most houses had ample quantities of the oil on hand. In the case of anise, shippers at the source withdrew all offers. There was little to be had anywhere. Advices from China stated that no new oil will be available until October or November. Thus it would seem that the present tight position will continue for several months. Arrivals of anise at Hong Kong all of which came from South China amounted to 745,000 pounds in 1937 compared with 526,000 pounds in 1936. The increase is stated to have been due to the disturbed conditions in the country which made it expedient to dispose of stocks at the sources as quickly as possible. World exports of anise from Hong Kong last year were about

445,755 pounds as against 465,484 pounds in 1936.

Floral Oils

Demand for floral oils was limited. The buying movement according to reports was of a fill-in character few manufacturing consumers being willing to build up inventories. The low prices on Bourbon geranium brought out some business for the account of soapers. Most other articles in the group were seasonally quiet. A report from Grasse stated that the weather has been unfavorable recently, and that the crop of neroli oil so far has been less than was anticipated

with the output ranging from 860 to 900 grams per 1,000 kilograms of flowers. Lavender was rather unsettled because of competitive conditions.

Soap Oils

Developments in soap oils were more encouraging. Coconut displayed a slightly firmer trend at times with a fair volume of trading consummated. Copra was very strong in the Islands. The price rose 10s in England in five days while other oilseeds followed with more moderate advances. Palm kernels were substantially higher also.

[Continued from page 72] Purcell, Dr. and Mrs. B. H. Smith of Virginia Dare Extract Co., Brooklyn, N. Y.; J. R. Dilworth, C. M. Lightfoot, and Edward L. Knisell of Salem Glass Works, Salem, N. J.; Dr. J. M. Doran, Distilled Spirits Institute, Washington, D. C.; Prof. Walter H. Eddy, Columbia University, New York; Mr. and Mrs. T. M. Finnegan, Chicago, Ill.; S. W. Foulser, Citizens Wholesale Supply, Columbus, Ohio; Eugene Friedman, Polak's Frutal Works, Inc., Chicago, Ill.; W. F. Fischer and J. B. Magnus of Magnus, Mabey & Reynard, Inc., New York, N. Y.; Lee Freud, Fried & Fries, Inc., New York; Frank Green, National Aniline & Chemical Co., New York.

Mr. and Mrs. F. Huber, and Henry Solomon of F. Huber & Co., New York; Mr. and Mrs. Philip Heusler, Maryland Glass Corp., Baltimore, Md.; Mr. and Mrs. John S. Hall, Chicago, Ill.; John A. Handy, Larkin Co., Inc., Buffalo, N. Y.; Mr. and Mrs. W. J. Hogan and C. W. Rice of W. J. Bush & Co., New York; Mr. and Mrs. William Kiefer, and Michael B. Zimmer of Fritzsche Bros., Inc., from the Philadelphia and Chicago offices respectively; Mr. and Mrs. Gert Keller, Schimmel & Co., Inc., New York.

C. E. Langfield, Northville Labs., Northville, Mich.; Henri S. Lench, H. A. Johnson Co., Boston, Mass.; Mr. and Mrs. Klinefelter, Baltimore, Md.; B. A. Ludgate, Armstrong Cork Products Co., Lancaster, Pa.; L. H. Larue, Joseph Middleby, Jr., Inc., Boston, Mass.; J. Manheimer, New York; W. F. Meyer, Warner-Jenkinson Co., St. Louis, Mo.; Capt. James B. McGovern, McGovern & McCarthy, Washington, D. C.; Gov. and Mrs. Harry W. Nice, Annapolis, Md.; Mr. and Mrs. Clark C. Nowland, George H. Nowland Co., Cincinnati, Ohio; Mr. and

Mrs. John T. Ogden, New York; Mr. and Mrs. H. D. Porter, Commercial Solvents Corp., New York; Mr. and Mrs. D. R. Pinnock, Wood & Selick, Inc., New York.

Fred S. Rogers, McMonagle & Rogers, Inc., Middletown, N. Y.; Robert Rosenbaum, David Michael & Co., Philadelphia, Pa.; F. F. Rauch, S. R. Penick & Co., New York; Louis A. Rosett, Florasynth Labs., New York; Mr. and Mrs. Chester Smeltzer and Pierre E. Dammann of Dammann & Smeltzer, New York; Mr. and Mrs. Percy Storr, Food Materials Corp., New York; Fred Stechman, van Ameringen-Haebler, Inc., New York; L. P. Symmes and William A. Upham of Baker Extract Co., Springfield, Mass.; R. M. Stevenson, Givaudan-Delawanna, Inc., New York; E. S. Buckley and J. J. Sullivan of Thurston & Braidich, New York; A. R. Turner, H. A. Johnson Co., Boston, Mass.; Prof. and Mrs. Arthur W. Thomas, Columbia University, New York.

Mr. and Mrs. Benjamin Toby and son, S. Gumpert, Inc., Ozone Park, N. Y.; L. K. Talmadge, Delano Potter & Co., Inc., Boston, Mass.; Harold Weil, H. Kohnstamm & Co., Inc., New York; A. F. Wussow, Federal Pure Food Co., Chicago, Ill.; Mr. and Mrs. Charles O. Homan, Mr. and Mrs. Val Fischer, and F. T. Dodge of Dodge & Olcott Co., New York; Paul S. Willis, Asso. Gro. Mfrs. Amer., New York; Mr. and Mrs. H. W. Farrell, A. A. Stilwell & Co., New York; William Triest and John Zink of Zink & Triest Co., Philadelphia, Pa.; Mr. Mrs. A. Huniker, Midwest Trading Co., Freeport, Ill.; Mr. and Mrs. Kenneth Hamilton, Hazel Atlas Glass Co., Philadelphia, Pa.; W. R. House, Owens Illinois Glass Co., Toledo, Ohio.

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ESSENTIAL OILS

Almond Bit., per lb.	\$2.25@	\$2.50
S. P. A.	2.10@	2.60
Sweet True	.75@	1.00
Apricot Kernel	.30@	.35
Amber rectified	.48@	.55
Amrys balsamifera	3.00@	3.25
Angelica root	75.00@	
Anise, U. S. P.	.88@	1.00
Aspic (spike) Span.	1.35@	
French	1.55@	
Bay	1.45@	1.70
Bergamot	3.75@	4.00
Birch, sweet	1.65@	3.25
Birchtar, crude	.18@	.22
Birchtar, rectified	.70@	.85
Bois de Rose	1.55@	2.10
Cade, U. S. P.	.44@	.48
Cajeput	.65@	.75
Calamus	4.20@	4.75
Camphor "white"	.19@	.23
Cananga, Java native	1.30@	1.50
rectified	1.65@	2.00
Caraway	1.95@	2.10
Cardamon, Ceylon	16.00@	33.00
Cassia rectified, U. S. P.	1.00@	1.20
Cedar leaf	.75@	.95
Cedar wood	.24@	.26
Celery	9.00@	12.00
Chamomile (oz.)	5.50@	8.00
Cinnamon	8.00@	25.00
Citronella, Ceylon	.36@	.43
Java	.45@	.48
Cloves Zanzibar	1.03@	1.12
Copaiba	.58@	.62
Coriander	16.00@	23.00
Croton	1.35@	1.45
Cubebs	2.65@	3.00
Cumin	6.75@	8.50
Dillseed	2.75@	3.75
Erigeron	2.40@	3.00
Eucalyptus	.40@	.48
Fennel, Sweet	1.25@	1.30
Geranium, Rose, Algerian	3.40@	4.00
Bourbon	2.70@	3.20
Turkish	2.10@	2.65
Ginger	6.75@	7.50
Guaiac (Wood)	2.75@	3.15
Hemlock	1.05@	1.25
Juniper Berries	1.15@	1.35
Juniper Wood	.50@	.60
Laurel	6.50@	8.00
Lavender, French	2.40@	4.75
Lemon, Italian	3.40@	4.10
Calif.	2.50@	
Lemongrass	.40@	.95
Limes, distilled	5.30@	6.00
expressed	8.75@	10.00
Linaloe	1.20@	1.30
Lovage	60.00@	70.00
Marjoram	6.30@	6.75
Neroli, Bigarade, P.	115.00@	130.00
Petale, extra	140.00@	155.00
Olibanum	5.00@	5.25
Orange, bitter	2.20@	2.50
sweet, W. Indian	2.10@	2.35
Italian	2.40@	3.25
Spanish	2.60@	3.10
Calif. exp	1.10@	1.25
Orris root, con. (oz.)	5.25@	5.50
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
Patchouli	4.00@	7.50
Pennyroyal Amer.	1.65@	1.85
French	1.40@	1.65
Peppermint, natural	2.20@	2.30
redistilled	2.40@	2.65
Petitgrain	1.15@	1.40
French	2.35@	2.50

Pimento	2.45@	6.00
Pinus Sylvestris	1.60@	2.00
Pumillonia	1.75@	1.90
Rose, Bulgaria (oz.)	5.50@	13.00
Rosemary, French	.58@	.70
Spanish	.55@	.70
Sage	1.35@	1.65
Sage, Clary	25.00@	30.00
Sandalwood, East India	5.00@	6.00
Australia	5.25@	6.00
Sassafras, natural	1.00@	1.35
artificial	.35@	.39
Spearmint	1.75@	2.00
Snake root	9.50@	11.00
Thyme, red	.90@	1.35
White	.95@	1.40
Valerian	8.00@	10.00
Vetiver, Bourbon	5.25@	7.75
Java	10.00@	18.00
Wintergreen	3.35@	8.00
Wormseed	2.75@	3.50
Ylang-Ylang, Manila	18.00@	24.00
Bourbon	3.65@	7.00

TERPENELESS OILS

Bay	3.25@	4.00
Bergamot	9.00@	14.00
Clove	3.25@	5.00
Coriander	40.00@	
Geranium	8.00@	12.50
Grapefruit	45.00@	60.00
Sesquiterpeneless	85.00@	
Lavender	8.00@	12.00
Lemon	14.50@	23.00
Lime, ex.	52.00@	70.00
Orange, sweet	100.00@	120.00
bitter	90.00@	115.00
Petitgrain	3.00@	3.75
Rosemary	2.50@	4.00
Sage, Clary	90.00@	
Vetiver, Java	35.00@	
Ylang-Ylang	28.00@	35.00

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Acetaldehyde 50%	2.00@	
Acetophenone	1.35@	2.00
Alcohol C 8	16.00@	20.00
C 9	25.00@	40.00
C 10	20.00@	28.00
C 11	17.50@	22.00
C 12	13.00@	22.00
Aldehyde C 8	25.00@	30.00
C 9	40.00@	65.00
C 10	38.00@	55.00
C 11	27.00@	40.00
C 12	24.00@	32.00
C 14 (so-called)	13.00@	
C 16 (so-called)	13.00@	
Amyl Acetate	.75@	1.00
Amyl Butyrate	1.05@	1.25
Amyl Cinnamate	4.50@	5.80
Amyl Cinnamate Aldehyde	2.00@	3.50
Amyl Formate	1.60@	1.90
Amyl Phenyl Acetate	3.00@	5.55
Amyl Salicylate	.55@	.75
Amyl Valerate	2.00@	2.40
Anethol	1.10@	1.50
Anisic Aldehyde	3.10@	3.50
Benzophenone	.90@	1.50
Benzyl Acetate	.50@	1.05
Benzyl Alcohol	.70@	1.00
Benzyl Benzoate	.97@	1.80
Benzyl Butyrate	4.00@	6.00
Benzyl Cinnamate	6.00@	8.00
Benzyl Formate	3.50@	3.60
Benzyl Iso-eugenol	11.00@	13.00
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Bornyl Acetate	1.25@	4.50
Bromstyrol	3.85@	4.50
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Cinnamic Acid	3.75@	4.50
Cinnamic Alcohol	3.05@	3.75
Cinnamic Aldehyde	.85@	1.25
Cinnamyl Acetate	7.50@	11.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	1.75@	2.80
Citronellal	.85@	1.65
Citronellol	1.70@	2.25
Citronellyl Acetate	3.50@	5.00
Coumarin	2.75@	3.00
Cuminic Aldehyde	27.00@	48.00
Diethylphthalate	.26@	.35
Dimethyl Anthranilate	5.75@	8.00
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.75@	7.50
Ethyl Benzoate	1.20@	1.75
Ethyl Butyrate	1.00@	1.25
Ethyl Cinnamate	3.30@	3.85
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.20@	2.35
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	9.50@	14.25
Eucalyptol	.57@	.65
Eugenol	2.00@	2.50
Geraniol, dom.	1.15@	2.85
Geranyl Acetate	1.70@	3.00
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	5.00@	7.00
Heliotropin, dom.	2.20@	3.00
foreign	2.35@	2.50
Hydratopic Aldehyde	25.00@	27.50
Hydroxycitronellal	2.00@	6.50
Indol, C. P. (oz.)	1.90@	4.25
Iso-borneol	2.30@	
Iso-butyl Acetate	2.00@	2.65
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	2.75@	5.50
Iso-eugenol	3.25@	3.60
Iso-safrol	2.00@	
Linalool	2.35@	4.75
Linalyl Acetate 90%	2.25@	3.50
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	9.00@	12.00
Menthol, Japan	3.05@	3.20
Synthetic	2.25@	3.00
Methyl Acetophenone	1.31@	2.00
Methyl Anthranilate	2.25@	2.75
Methyl Benzoate	.75@	1.75
Methyl Cinnamate	3.25@	4.00
Methyl Eugenol	3.50@	6.75
Methyl Heptenone	2.50@	4.50
Methyl Heptene Carbonate	25.00@	28.00
Methyl Iso-eugenol	6.25@	11.50
Methyl Octine Carbonate	26.00@	32.00
Methyl Paracresol	3.00@	5.25
Methyl Phenylacetate	2.10@	2.75
Methyl Salicylate	.42@	.50
Musk Ambrette	3.25@	3.65
Ketone	3.40@	3.80
Xylene	1.00@	1.25
Nerolin (ethyl ester)	1.55@	1.80
Nonyl Acetate	46.00@	48.00
Octyl Acetate	35.00@	40.00
Paracresol Acetate	3.60@	5.25
Paracresol Methyl Ether	2.50@	3.50
Paracresol Phenyl-Acetate	7.50@	12.00
Phenylacetaldehyde 50%	2.25@	4.75
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[Continued on page 78]

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WANTED—Raw material firm to create in Morocco factory for extraction of first quality natural roses—unusual opportunity. Vieussens Chemical Engineer—B. P. 642 Casablanca—Morocco.

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WANT—Finance and promotion for preparation with proven merits cream powder foundation (no curios invited). Write Box 2301, The American Perfumer.

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- 2—Solid nickel, jacketed, agitated Vacuum Pans or Still: 1—50 gal. 1—100 gal., unused.
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- 1—Pneumatic Scale Automatic Screw Capper; 4 Kramer, semi-automatic.
- 2—Sanco Jr. 6 spout Vacuum straight line Fillers.
- 5—Gravity and Vacuum Bottle Fillers, 2 to 6 spout.
- 1—National MG Powder Filler and Weigher.
- 2—Ferguson Carton Wax Wrappers.
- 2—World Rotary Automatic Labelers.
- 1—World Automatic straight line Duplex Labeler.
- 8—World, Ermond and National semi-auto, motor driven Labelers.
- 10—Tablet Machines: 1—Stokes Rotary BB 7/16"; 1—Stokes Rotary B 1/2"; 2—Colton No. 2 Rotary 1/2"; 1—Stokes Rotary D 1"; 1—Multid 2"; 3—Colton 2B, 1/2"; 1—Stokes Euroka hand, 1/2".
- Dry Powder Sifters and Mixers, lab. size to 4000 lb. capacity.
- 2—Karl Kiefer Visco Piston type Jar Fillers.
- 1—Urie Universal Tube or Jar Filler, motor driven.
- 5—Pony Mixers, Day and Ross makes, 8, 15, and 40 gal.
- 2—200 gal. Glass Lined Jacketed Kettles; 2—250 gal. Agitated; 4—350 gal. jacketed.

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CORK TOPS • SPRINKLER TOPS • DOSE CAPS

[Continued from page 76]

Phenylacetic Acid	2.25@	4.00
Phenylethyl Acetate	2.95@	5.60
Phenylethyl Alcohol	2.50@	4.25
Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	8.25@	12.00
Phenyl Formate	12.50@	18.00
Phenylethyl Propionate	7.00@	7.75
Phenyl Valerianate	16.00@	
Phenylpropyl Acet.	8.00@	11.00
Phenylpropyl Alcohol	4.50@	8.35
Phenylpropyl Aldehyde	6.75@	11.00
Rhodinol	7.00@	13.00
Safrol	.52@	.58
Santalyl Acetate	22.50@	
Skatol C. P. (oz.)	5.25@	8.50
Styralyl Acetate	8.50@	13.00
Styralyl Alcohol	15.00@	20.00
Terpenyl Acetate	.80@	1.25
Terpineol, C. P.	.26@	.36
Thymene	.45@	
Thymol	1.45@	1.60
Vanillin (clove oil)	2.35@	2.40
(guaiacol)	2.25@	2.30
Pure, crystal	2.25@	2.50
Vetiveryl Acetate	30.00@	38.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Tonka Beans, Surinam	1.20@	1.35
Angostura	2.50@	2.75
Vanilla Beans		
Mexican, whole	4.25@	4.60
Mexican, cut	3.50@	4.00
Bourbon, whole	3.75@	4.10
South American	3.50@	3.75

SUNDRIES AND DRUGS

Acetone	.043/4@	.06/4
Almond meal	.25@	.27
Ambergris, ounce	23.00@	30.00
Balsam, Copeiba	.25@	.29
Peru	.70@	.75

Tolu	.48@	.50
Beeswax, white	.39@	.42
yellow	.251/2@	.30
Bismuth sub-nitrate	1.13@	
Borax, crystals, carlot, ton	48.00@	58.00
Boric Acid, ton	125.00@	140.00
Calamine	\$.16@	.20
Calcium, phosphate	.08@	.083/4
Phosphate, tri-basic	.13@	.15
Camphor	.521/2@	.55
Castoreum	16.00@	20.00
Cetyl Alcohol	.75@	1.50
Pure	1.90@	2.15
Chalk, precip.	.031/2@	.061/2
Cherry laurel water, djn	4.75@	5.25
Citric acid	.23@	.231/2
Civet, ounce	6.00@	6.85
Clay, Colloidal	.07@	.15
Cocoa butter lump	.15@	.25
Cyclohexanol (Hexalin)	.30@	
Fuller's Earth, ton	15.00@	33.00
Glycerine, C. P. drms	.141/4@	.17
Gum Arabic white	.23@	.25
Amber	.10@	.111/2
Gum Benzoin, Siam	1.00@	1.25
Sumatra	.18@	.25
Gum galbanum	.90@	1.05
Gum myrrh	.36@	.40
Henna, powd.	.11@	.14
Kaolin	.03@	.05
Labdanum	3.25@	5.00
Lanolin, hydrous	.17@	.20
anhydrous	.20@	.24
Magnesium, Carbonate	.063/4@	.071/2
Stearate	.19@	.25
Musk, ounce	21.00@	28.00
Oilbanum, tears	.16@	.28
siftings	.08@	.10
Orange flower water, gal.	1.50@	
Orris root, powd.	.11@	.16
Paraffin	.03@	.043/4
Petrolatum, white	.07@	.11
Quince seed	.70@	.90
Rice starch	.09@	.10
Rose leaves, red	2.10@	2.25

Rose water, djn.	4.75@	5.00
Rosin, M. bbls.	6.15@	
Salicylic acid	.40@	.45
Saponin	1.70@	1.75
Soap, neutral white	.19@	.23
Sodium, Carb.		
58% light, 100 pounds	1.35@	2.35
Hydroxide, 76% solid, 100 pounds	2.60@	3.75
Silicate, 40°, drums, works, 100 pounds	.80@	1.20
Spermaceti	.23@	.26
Styrax	.48@	2.00
Tartaric acid	.273/4@	.281/4
Titanium oxide	.20@	.22
Tragacanth, No. 1	2.65@	3.25
Triethanolamine	.45@	.50
Violet flowers	1.05@	1.15
Zinc oxide, U. S. P. bbls.	.091/2@	.15
Peroxide	1.10@	1.75
Stearate	.21@	.28

OILS AND FATS

Tallow, N. Y. C. extra	\$.053/8 @	
Grease white	.053/4 @	.057/8
Lard	.091/4 @	.101/2
Coconut Oil, tanks	.081/4 @	
Corn Oil, distilled, bbls.	.093/8 @	.095/8
Red Oil, distilled, tanks	.071/2 @	Nominal
White, drums	.111/4 @	Nominal
Stearic acid		
Triple pressed	.133/4 @	.143/4
Saponified	.14 @	.15
Castor No. 1, tanks	.09 @	
Coconut, Manila Grade, tanks	.033/8 @	
Corn, crude, Midwest mill, tanks	.071/4 @	.073/8
Cotton, crude, Southeast, tanks	.07 @	
Lard, common No. 1 bbls.	.083/4 @	
Palm, Niger, casks	.04 @	.041/4
Palm, kernel, tanks	.041/4 @	
Peanut Refined, barrels	.10 @	.101/4
Tallow, acidless, barrels	.083/4 @	

[Continued from page 34] plained that these sales were held merely to acquaint new customers with their line. "We feel," he said, "that a woman will try a new cream if she doesn't have to pay the full price for it, and if we get one steady customer out of every ten who buys our special sale merchandise, this sale will not have been in vain. We run these specials for a limited time only, and insist that all sale merchandise be returned for credit immediately after the sale."

ONLY SPECIAL ITEMS FEATURED

One manufacturer stated he found it quite advantageous to run sales on special items only, not his regular staple products. "We find," he explained, "that these specials bring women to the counter, and give our girls an opportunity to push our regular products. The girls are cautioned not to let the customers overstock on any items, and we do not believe that many of them do."

"Department store buyers are responsible for the development of these sales," claimed another manufacturer. "It was they who asked for specials so that they could boost the sales of their departments, and when my competitors started these sales I found it necessary to do likewise. I must admit that the stores do cooperate generously in these sales and give me good counter and window displays."

This survey is not intended as a brief for "special sales." It is hoped, however, that it will serve to stimulate further thinking and discussion of the question, and perhaps the industry as a whole will be able to arrive at a satisfactory procedure to handle this difficult situation. At least it is generally admitted that there are two dis-

tinct sides to this question and while Time alone may solve everything, perhaps if considerable thought is given to the problem the industry won't have to wait for Time's solution, but will work one out for itself.

Napoleon a Merchandiser

There is a startling resemblance in Napoleon's traits and the attributes that go into the making of the modern hard-bitten merchandiser.

Chief among Napoleon's rules was the principle that "There are no unimportant details in executing a task." This attention to incidental matters which in themselves might not be important but which often determine the ultimate success or failure of a project would prove a handy trait if Napoleon today were acting in a merchandising capacity. His insistence on keeping complete figures and the meticulous personal attention he gave to detail, type the Little Corporal as a man who would fill a merchandiser's toga nicely—particularly in these days when so much of the operations of a business are conducted on a scientific basis which involves complete and up-to-date records.

"Always have a number of projects in mind, even if you are not ready to carry them out" was another of Napoleon's precepts. The logic behind this, of course, was to be prepared should an opportunity present itself.

Other Napoleonic guiding principles included the long-range idea that "The permanence of an undertaking is more important than the immediate return."—*Jean Prevost, Atlantic Monthly.*

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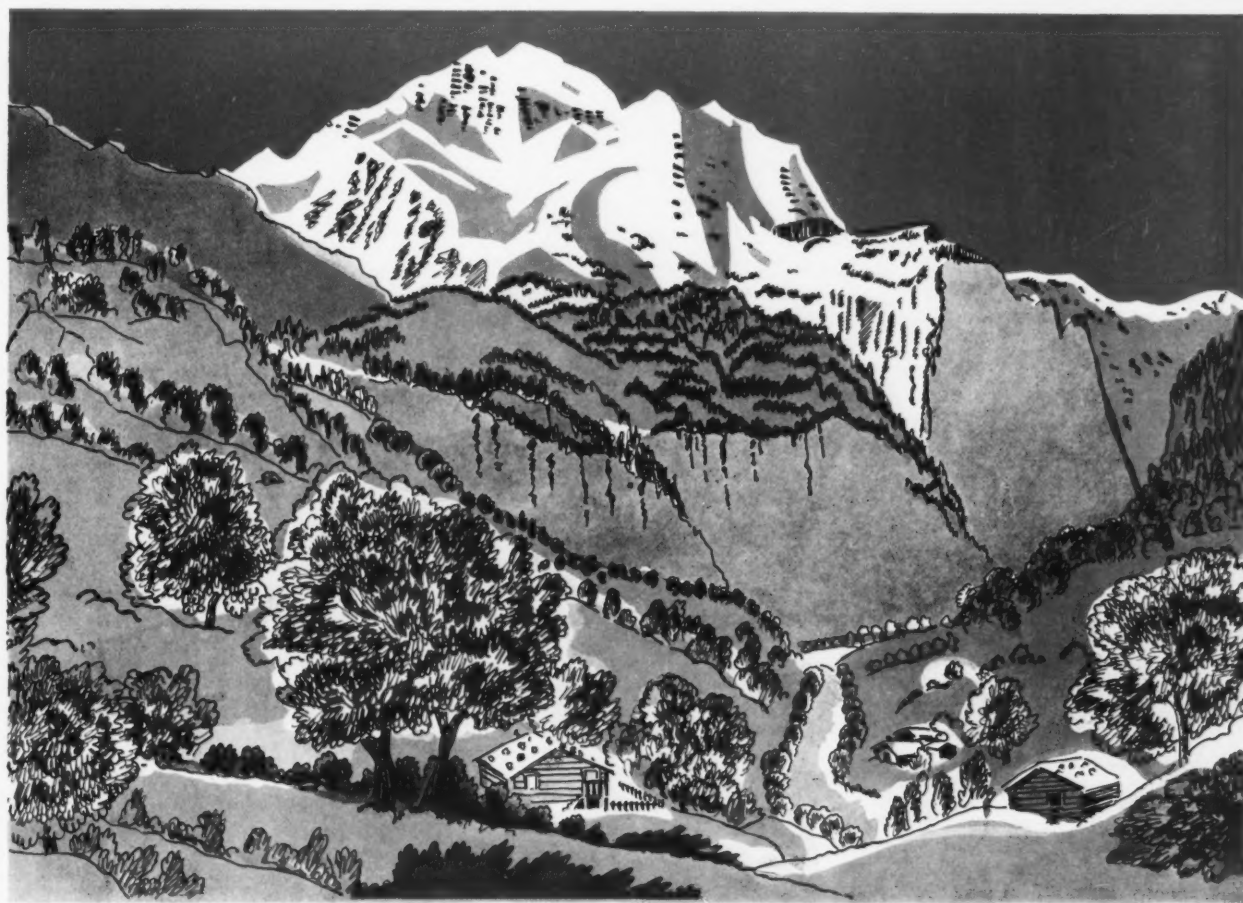


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